NOVEMBER 9, 1953 TECHNOLOGY DEPT. 35c PER COPY

BROADCASTING TELECASTING

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NOV 9 - 1953
DETROIT

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23RD year

...NEWSWEEKLY ...RADIO AND TV

the same silvery moon...

...shines on all radio and TV stations, but for a successful campaign more and more advertisers are starting with a Storer station.

STORER BROADCASTING COMPANY

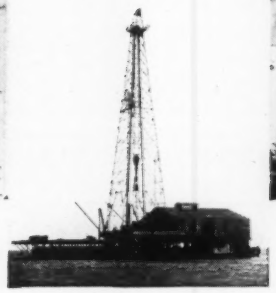
WSPD-TV Toledo, Ohio | WJBK-TV Detroit, Mich. | WAGA-TV Atlanta, Ga. | KEYL-TV San Antonio, Texas | WBRC-TV Birmingham, Ala.

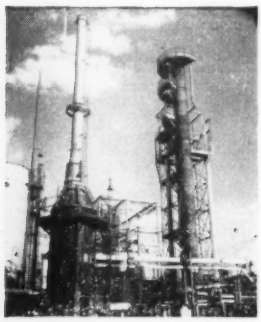
WSPD Toledo, Ohio | WJBK Detroit, Mich. | WAGA Atlanta, Ga. | KABC San Antonio, Texas | WBRC Birmingham, Ala. | WWVA Wheeling, W. Va. | WGBS Miami, Fla.

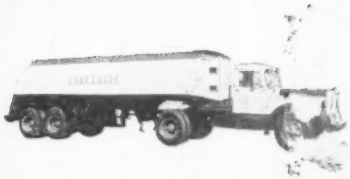
NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
BOB WOOD, Midwest National Sales Mgr.

XUM

ATLANTIC







ATLANTIC REFINING CO. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

"Atlantic keeps your car on the go"—
slogan for Atlantic Hi-Arc gasoline and
Atlantic Aviation motor oil—expresses the happy
result of the Atlantic Refining Company's
"complete job" from oil wells to service stations.

Havens & Martin Inc. provide Virginians with
another kind of "service stations"—complete
entertainment and public service via WMBG—
WCOD—WTVR. They comprise the first complete
broadcasting institution of the South. Today
advertisers are as enthusiastic as audiences—
and vice-versa—about Havens & Martin Stations.
That's your cue, Mr. Timebuyer.

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

Stupendous!

IN JUST 10-MONTHS WBRE-TV has the 2nd highest *verified set count of all UHF Stations in the country!

Why?

Here at WBRE we have the experience . . . 29 years of it . . . we have a full schedule of NBC shows, plus highly rated local shows . . . we have a superior quality picture which keeps the majority of this vast audience continually tuned to Channel 28. When an advertiser buys WBRE-TV, he buys *audience* . . . he doesn't spend his money trying to build one . . . it's there!

*110,000 UHF Sets as of September 30, 1953

DAVID M. BALTIMORE

TV WBRE Ch. 28

LOUIS G. BALTIMORE

NBC Affiliate Wilkes-Barre, Pa. AM-FM-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Sorry
WE DON'T COVER
THE MOON.....
KRLD does give a thorough, complete and practical coverage of its own primary market area, overlapping the primary coverage divisions of other major stations adequately north, south, east and west with the minimum of waste.
30.8% of all Texas radio homes are tuned regularly to KRLD . . . SAMS report Fall, 1952.
KRLD = the coverage of 68 secondary stations within its (0.5 Mv line or) primary coverage area.
It's the "MAKE SENSE BUY."
John W. Runyon
Chairman of the Board
Clyde W. Rembert
President
50,000 watts KRLD Radio
EXCLUSIVE OUTLET FOR CBS NETWORK SHOWS IN DALLAS AND FT. WORTH
Owners and Operators of KRLD-TV, Channel 4
THE BRANHAM COMPANY, EXCLUSIVE REPRESENTATIVE
Dallas

closed circuit®

CONVERSATIONS in final stages last week for purchase of 49% interest in KPIX (TV) San Francisco by Westinghouse Radio Stations Inc. for $2,450,000. Westinghouse would acquire stock of minority holders with Wesley I. Dumm holding 51% control. Transaction also would include right of first refusal for Mr. Dumm's stock. KSFO, radio affiliate, is not involved. Westinghouse now holds two tv station licenses, WBZ-TV Boston and WPTZ (TV) Philadelphia, and is applicant in Pittsburgh and Portland, Ore.

★ ★ ★

ABANDONMENT of Mutual free hour plan doesn't mean network will content itself with permanent return to old line operation. Tom O'Neil, MBS president, feels eventual economic salvation of network lies in providing press association type of service, for which affiliates would pay established fee and "sell" as they see fit. He had regarded this last co-op project as first step in that direction.

★ ★ ★

IF PRESENT trend in automotive field continues, there will be greatest deluge of co-op spot business in history out of Detroit beginning in January. Competition will be so stiff that most manufacturers will work with dealers on underwriting of "marathon" campaigns which involve buying all of available radio and tv spots in given market to blitz-sell new models as well as unload used cars.

★ ★ ★

WPIX (TV) NEW YORK, most spectacular of major market money losers, has turned corner. It is in black ink now and is destined to continue that way, with credit given 20-year veteran Fred Thrower, who took over operation six months ago. Station had lost as high as $125,000 per month.

★ ★ ★

IN ADDITION to its purchase of *Three Steps to Heaven* on NBC-TV (see BUSINESS BRIEFLY), Procter & Gamble last week ordered CBS-TV 1-1:15 p.m. period across board to promote number of its products, bringing its total daytime tv sponsorships to approximately 28 quarter-hours per week not counting options, it was understood, for 7½ others. Agency in CBS-TV negotiations: Young & Rubicam, N. Y.

★ ★ ★

MULTIPLE ownership proposal studied full day Friday by FCC, as advertised, with chief views (1) limit am, fm and tv holdings as proposed; (2) lift lid entirely, handling cases on individual merit and public interest where concentration of control might ensue.

★ ★ ★

CASE of newspaper helping to sell television show developed last week when Jack Gould, *New York Times* radio-tv columnist, editorially resented DuMont's dropping *Author Meets the Critics*. As result, network received hundreds of protesting letters and major advertiser indicated interest in sponsorship. Additionally, local television station and another network came to fore with offers to carry show. *Author*, owned and packaged by Kagran Inc., N. Y., has been on television for seven years and on radio for 15. It was one of first sponsored tv shows (General Foods).

★ ★ ★

VAGARIES of uhf propagation take odd turns. Engineers checking uhf reception in southern pine country have discovered that good, strong signals fade to virtually nothing if pine forest intervenes between transmitter and receiving antenna. It's been found that signal attenuation drops 15-20 db. This can be overcome without too much trouble if servicemen reverse their normal thinking regarding positioning of receiving antennas: put 'em low down instead of high up. In that way, uhf signal coming in under boughs of pine trees can be received.

★ ★ ★

UNBEKNOWNST to their colleagues (or to RCA-NBC), FCC Chairman Rosel H. Hyde and Comr. George E. Sterling last fortnight viewed first color rendition of opera ("Carmen") on test receivers at FCC Laboratory at Laurel, Md., about 20 miles from Washington. Both were impressed with high definition of color and ease of tuning. Two sets, RCA and GE, were used with equally good quality. Flesh tones, however, varied somewhat between receivers.

★ ★ ★

COMPETITIVE applicants who file their McFarland letter responses after 30-day deadline may find themselves facing dismissal proceedings under provision of letter warning c
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LEAD STORY

Affiliate opposition forces Mutual to shelve its station payment plan. *Page 27.*

ADVERTISERS & AGENCIES

Happy sponsors are expanding tv station lists. *Page 28.*

FACTS & FIGURES

ANA survey of leading advertisers promises expanded radio-tv budgets in 1954. *Page 30.*

Nearly half of all U. S. families have tv, according to new consumer research. *Page 31.*

TRADE ASSOCIATIONS

Theatre Owners of America convention hears gloomy predictions of what subscription tv would do to cinema business. *Page 32.*

Importance of farm radio service stressed at clinic of National Assn. of Radio Farm Directors. *Page 40.*

COLOR TELEVISION

RCA announces tape recording system for color tv and demonstrates compatible color telecasts to West Coast. *Page 42.*

Appliance dealers ask FCC to delay color approval. *Page 46.*

GOVERNMENT

For first time in history broadcasters are faced with paying license fees to federal government. *Page 48.*

Eisenhower throws out military-type censorship. *Page 58.*

STATIONS

Ways of making spot radio and tv more profitable to advertisers explored at Free & Peters clinic. *Page 64.*

XUM

cards on table.

★ ★ ★

are holding out great prom-
color tube. They believe
rival of lower-priced sets
r rectangular tube.

★ ★ ★

minds of several members
pull uhf out of whatever
ns may confront stations in
mand of local advertisers
rcials, they feel, will more
y outlay entailed for equip-
lor pick-up.

★ ★ ★

ent among state broadcast-
urge of exorbitant coverage
ic sports events may lead
against high schools in at
see story page 9).

★ ★ ★

E RECENT success stories
h by Sheaffer Pen Co. Firr
ales boost first half of fi
utes it partly to the
sored CBS-TV Jac
one to acquaint
n. Reactions
whelming, fi

tions during week. *Page 70.*

NETWORKS

ABC will show "good profit" in fourth quarter, meeting of security analysts is told *Page 78.*

PROGRAM SERVICES

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go slow. *Page 84.*

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How to tie
film shows.

A loca
film.

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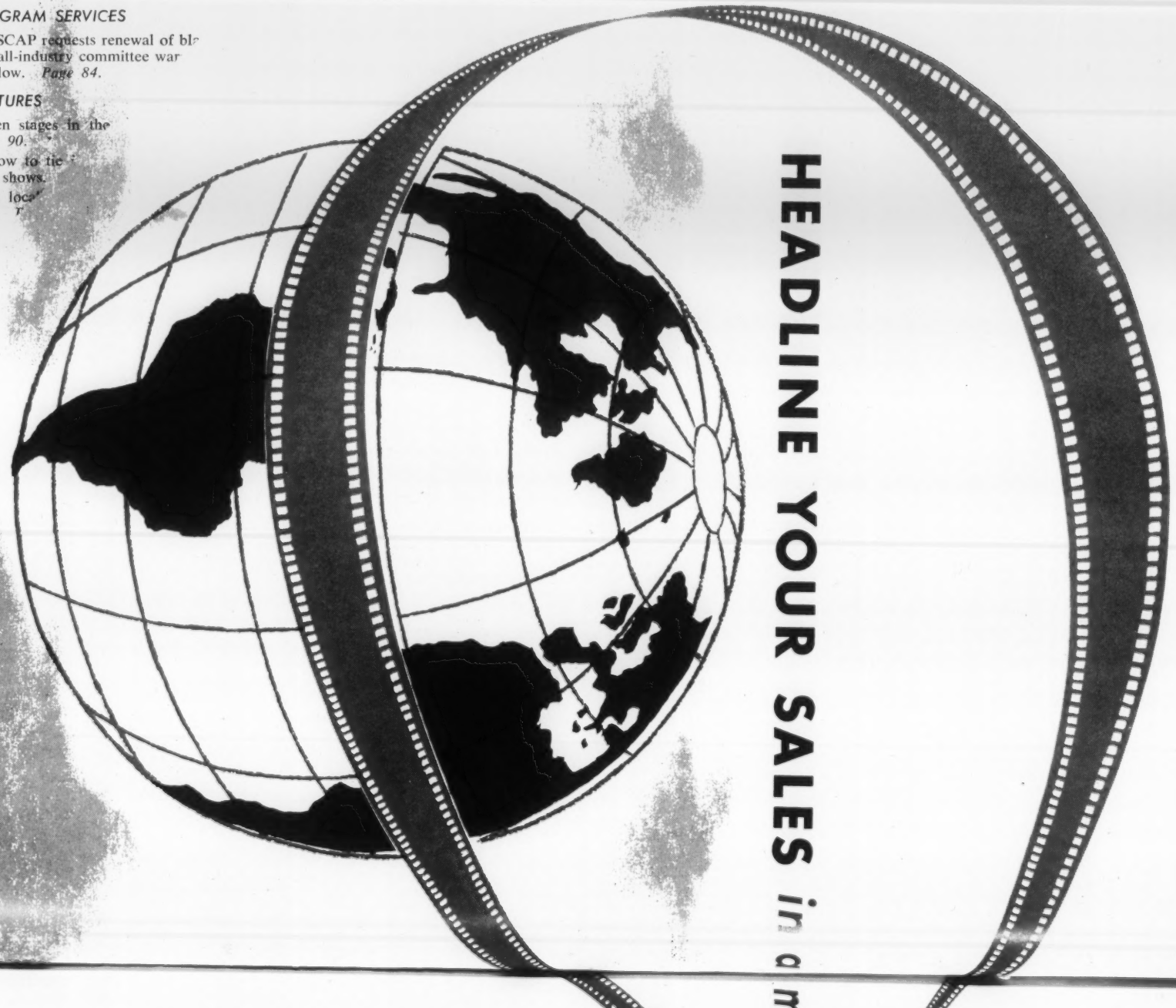
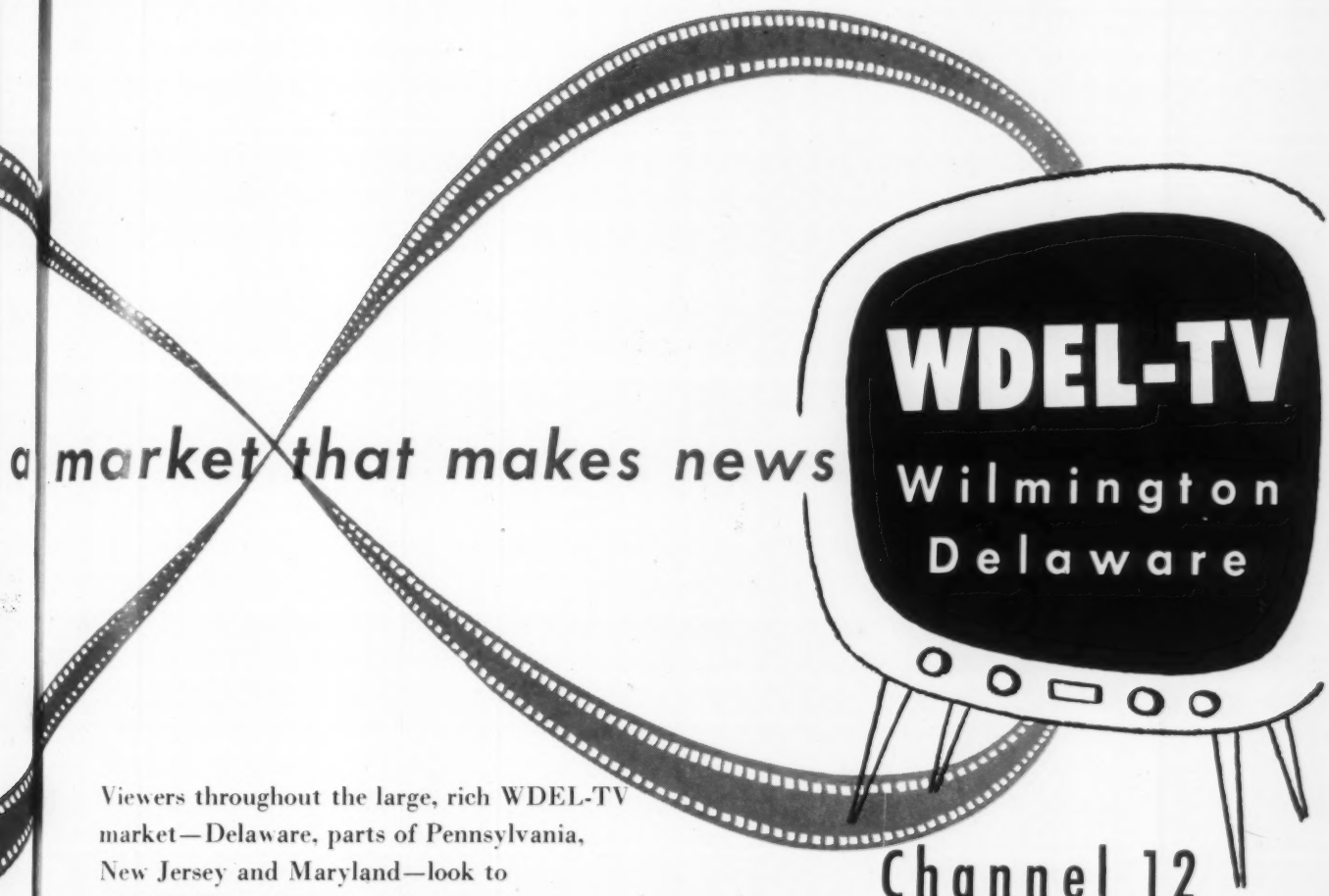


Represented by



a market that makes news

Channel 12

Viewers throughout the large, rich WDEL-TV market—Delaware, parts of Pennsylvania, New Jersey and Maryland—look to CHANNEL 12 for up-to-the-minute local, regional and national news. In addition to NBC network news, this loyal, growing, *buying* audience sees local on-the-spot news stories filmed by WDEL-TV's camera crews and processed in the station's modern laboratories. Because they look, they buy. Every year this audience spends:

$1,051,410,000 ***on retail items***
263,997,000 ***on food***
54,272,000 ***on general merchandise***
29,268,000 ***on drug items***

Reach them, sell them—profitably, economically—on WDEL-TV, CHANNEL 12.

MEEKER

New York Chicago Los Angeles San Francisco

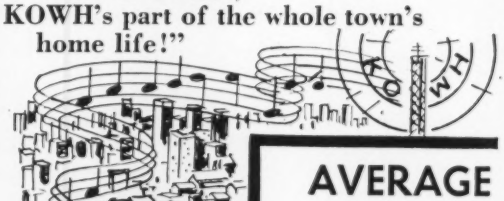
WDEL
AM TV FM
Steinman Station

WHEN EUSTACE S. SMORCSH
filed plea for divorce
His case got short-shrift from the judge . . .

"Expect no revision . . . this is
my decision,
And from it I'll never budge;

While the court finds it's true, and
definitely you
Get less time than KOWH with your wife...

That's no grounds for divorce—you're
aware of course,
KOWH's part of the whole town's
home life!"



AVERAGE HOOPER
KOWH
35.7%

Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru August, 1953)
- *Largest share of audience,* of any independent station in America! (August, 1953.)

Kowh
OMAHA

AIMS — Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

All-Media Group Urged Under New Security Policy

PRESIDENT Eisenhower has been urged by Radio-Television News Directors Assn. to form advisory committee of media spokesmen to consult with Bernard M. Shanley, special counsel to President, in enforcement of new executive order abolishing government censorship (see story page 58).

Jim Boorman, WCCO Minneapolis, chairman of RTNDA's freedom of information committee, made request Friday in telegram to James C. Hagerty, whom he addressed as "news secretary" to President. On behalf of RTNDA he voiced appreciation of new order as reducing danger of secrecy in government and showing that government can tolerate freedom of information without endangering national welfare.

Mr. Boorman will recommend Tuesday at national convention of Sigma Delta Chi, to be held in St. Louis, that fraternity form all-media council to lead fight for freedom of information.

Counsel Objects to ASCAP Rates for Tv Stations

RATES of ASCAP's present blanket licenses for tv stations, which ASCAP has offered to extend for another four years (see story, page 84), are said to "discriminate against tv and [to be] unreasonable" by Simon H. Rifkind and Stuart Sprague, counsel to the All-Industry Local Tv Music License Committee, in letter to Dwight Martin, committee chairman. Letter concludes:

Finally, we would remind you that there is no need for hasty action on the part of a station which now has an ASCAP blanket license. Apparently ASCAP's renewal proposal contemplates that a station will have at least until Dec. 31, 1953, to accept or reject it.

Moreover, a station, which now holds an ASCAP blanket license does not face the choice of signing a renewal agreement by Dec. 31, 1953, or ceasing its use of ASCAP music. Under the consent decree, of course, the station may, before Dec. 31, reject ASCAP's proposal and ask the court to fix a reasonable rate for a renewal license. While such a rate-fixing proceeding is pending, as you know, the station has an automatic license to go on using ASCAP music.

SERIES RECORD

TELECAST of fifth (Sunday) World Series game achieved largest audience of any sports telecast in history, according to A. C. Nielsen Co., which reported that 14,776,000 homes had receivers tuned to this program.

Ohio Association Condemns High School Sports Fees

HIGH SCHOOL spokesmen in Ohio were warned Friday by Ohio Assn. of Radio & Television Broadcasters they will be treated "like any other advertiser" when they want station time unless they stop practice of assessing outlandish fees for rights to cover sports events by radio and tv.

OAB adopted resolution condemning practice after discussing it with state scholastic officials. Action was taken on second day of meeting held in Columbus. Adna Karns, WING Dayton, president of OAB, presided at sessions. Second OAB resolution called for admission of mikes and cameras into courtrooms.

Joseph Spadea of Henry I. Christal Co. engaged in debate with Robert Bailey, vice president of McCann-Erickson, Cleveland, over merits of program ratings. Mr. Spadea contended ratings are useful only to program department of agencies and of no value in purchase of time. Mr. Bailey contended survey material is helpful to buyers.

Newton Cross, advertising manager of Weidmann Brewing Co., major buyer of time, said firm had shifted advertising emphasis from radio to tv but credited radio with having built brewery to its present position. Carl Haverlin, president of BMI, and Robert J. Burton, vice president, took part in sessions.

RADIO SET OUTPUT PASSES 10 MILLION

RADIO set output for first nine months of 1953 passed 10 million mark in September, highest figure since 1950, according to Radio-Electronics-Tv Mfrs. Assn.

Tv set output passed five million mark, all-time nine-month record. September produced similar records for both types of receivers.

Nine-Month Figures

In nine-month period (39 weeks) 10,149,163 radio sets were manufactured compared to 7,528,412 for same period last year. Tv set output reached 5,524,370 for nine months compared to 3,670,590 last year.

September output of 1,216,525 radios compared to 970,109 in 1952. Tv total for month was 770,058 sets compared to 755,665 in 1952.

Of 5,524,370 tv sets made this year, 919,902 left factory with uhf tuners (193,212 in September). Figure does not include separate uhf converters. Radios with fm circuits totaled 39,873, with 8,093 tv sets having fm-band tuners.

Monthly output of radio and tv sets for first nine months of 1953 follows:

	Television	Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 wks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 wks)	524,479	287,724	239,189
July	316,289	172,197	78,434
August	603,760	299,939	145,460
September (5 wks)	770,085	529,427	147,355
Total	5,524,370	3,061,181	1,375,308

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 wks)	654,367	275,079	1,549,203
April	483,092	198,394	1,158,936
May	497,379	129,391	1,108,991
June (5 wks)	505,774	131,144	1,163,831
July	336,208	87,620	674,459
August	376,937	169,301	991,637
September (5 wks)	357,326	182,417	1,216,525
Total	4,149,812	1,562,862	10,149,163

• BUSINESS BRIEFLY

P&G BUYS • Procter & Gamble Co. (Duz) will sponsor *Three Steps to Heaven* (NBC-TV, Mon.-Fri., 11:15-11:30 a.m. EST) on Tuesday, Wednesday and Friday basis one week and Tuesday and Friday following week, starting Dec. 1. Agency: Compton Adv., N. Y.

HEINEKEN'S TEST • Van Munching Co. (Heineken's beer), N. Y., through Hirshon-Garfield, N. Y., planning test radio or television spot campaign in New York, Miami, and Los Angeles to start Dec. 15 and Jan. 1.

LUDEN'S, BORDEN SPONSOR • Luden's Inc., Reading, Pa. (cough drops), has started sponsorship of seven-and-one-half minutes of Thursday, 3:15-3:30 p.m. EST, portion of *Kate Smith Hour* (NBC-TV, Mon.-Fri., 3-4 p.m. EST), and Borden Co., N. Y. (Borden instant coffee), will sponsor Wednesday, 3:30-3:45 p.m. portion of same show, starting Jan. 6. Agencies are J. M. Mathes, N. Y. (Luden's), and Doherty, Clifford, Steers & Shenfield, N. Y. (Borden).

NEW *TODAY* SPONSOR • Textile div. of U. S. Rubber Co. effective Feb. 2 will sponsor participations on NBC-TV's *Today* for five weeks for its asbestos fabric type ironing board cover. Fletcher D. Richards, N. Y., is agency.

PARKER PEN SIGNS • Parker Pen Co., Janesville, Wis., has signed to sponsor two NBC-TV programs on one-time basis and another two times during December as part of holiday advertising. Company has bought time usually occupied by *Hallmark Hall of Fame* (Sun., 5-6 p.m. EST) on Dec. 6 for presentation of *Man of the Year* show in cooperation with *Time* magazine; will sponsor *Meet the Press* (Sun. 6-6:30 p.m., EST) on Dec. 20 and 4-4:15 p.m. segment of *Welcome Travelers* (Mon.-Fri., 4-4:30 p.m. EST) on Dec. 7 and 17. Agency: J. Walter Thompson, N. Y.

SELL *CAPTAIN VIDEO* • Walter H. Johnson Candy Co., Chicago, has bought Thursday portion of *Captain Video* (DuMont, Mon.-Fri., 7-7:15 p.m. EST) for 26 weeks, starting Jan. 7, 1954. Agency: Franklin Bruck Adv., N. Y.

PIEL SPONSORS • Piel Bros., N. Y., is sponsoring *Dangerous Assignment* filmed program on WOR-TV New York on Saturday, 9-9:30 p.m. EST, and Wednesday, 9:30-10 p.m. EST, for 26 weeks, starting last Saturday. Agency: Young & Rubicam, N. Y.

Whitney Succeeds Chernoff

GEORGE WHITNEY last Friday was appointed general manager of KFMB-AM-TV San Diego succeeding Howard L. Chernoff, who had resigned. Mr. Chernoff, veteran West Virginia and West Coast broadcaster, has not announced plans. Mr. Whitney, prior to joining Don Lee two years ago, was sales manager of KFI Los Angeles.

CBS-Columbia Set Sales

SALES of television receivers by CBS-Columbia advanced 46.5% for first nine months of 1953 over corresponding period of 1952, according to announcement released yesterday (Sunday) by David H. Cogan, president. He noted average industry sales gain at 37%.

An Extra City

The Size Of Any Of These TV Markets

As A Bonus

BIRMINGHAM, ALA.
SAN DIEGO, CALIF.
DENVER, COLO.
WILMINGTON, DEL.
JACKSONVILLE, FLA.
MIAMI, FLA.
ROCK ISLAND, ILL.
BLOOMINGTON, IND.
AMES, IOWA
DAVENPORT, IOWA
NEW ORLEANS, LA.
GRAND RAPIDS, MICH.
LANSING, MICH.
OMAHA, NEB.
ROCHESTER, N. Y.
UTICA, N. Y.
SYRACUSE, N. Y.
GREENSBOROUGH, N. C.
TOLEDO, OHIO
OKLAHOMA CITY, OKLA.
TULSA, OKLA.
ERIE, PA.
LANCASTER, PA.
MEMPHIS, TENN.
NASHVILLE, TENN.
GALVESTON, TEXAS
HOUSTON, TEXAS
SAN ANTONIO, TEXAS
SALT LAKE CITY, UTAH
NORFOLK, VA.
RICHMOND, VA.
ROANOKE, VA.
HUNTINGTON, W. VA.

✻ BROADCASTING-TELECASTING "TELESTATUS" October 5, 1953 shows 75 VHF markets with under 270,000 sets out of a total of 112 VHF markets.

THAT'S WHAT YOU NOW GET WITH OUR TERRIFIC NEW POWER ON

WJBK-TV

270,000 additional TV sets now reached by WJBK-TV's greater power, higher tower! That's the terrific coverage bonus you get with our new 100,000 watts ERP . . . our new 1,057 foot tower. And this 270,000 set additional coverage (which costs you not one penny extra) is the equivalent of a whole extra city, with more sets than in the average TV market throughout the country ✻

You buy at our present card rate, based on 1,000,000 set coverage. You get 1,270,000 set coverage! There's further proof that Channel 2 is the spot for you . . . that WJBK-TV, Michigan's most powerful station, is your most powerful sales tool in Michigan's richest market.

WJBK-TV

Detroit

A STORER STATION

Represented Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

New Topeka Ch. 42 Grant; Other Actions of FCC

NEW TV station on uhf ch. 42 at Topeka, Kan., granted by FCC Friday in order making final initial decision favoring bid of Alf M. Landon, operator of WREN there.

Chicago Educational Tv Assn. granted 25th post-thaw noncommercial, educational permit, for city's reserved vhf ch. 11 with ERP 61.7 kw visual, antenna 610 ft.

In memorandum opinions, Commission denied pleas of two Pittsburgh applicants for early comparative hearings. Petitioners: KDKA, ch. 11; KQV, seeking ch. 4 at White Oak Borough.

WCAV Norfolk, Va., was advised bid for $125,000 sale to Larus & Bro. Co., operator of WRVA Richmond, requires hearing on overlap question.

Commission announced further rule-making on plan to amend annual ownership report form 324 to incorporate additional simplification and delete summary estimates form 324-A. Comments due Dec. 7.

Two Tv Applicants Withdraw

TWO tv applicants withdrew their applications Friday. Crosley Broadcasting Corp., with four owned stations, elected to drop its Toledo, Ohio, vhf ch. 11 bid., retain its vhf ch. 8 application for Indianapolis, Ind. Crosley owns WLWT (TV) Cincinnati, WLWC (TV) Columbus, and WLWD (TV) Dayton, all Ohio, and WLWA (TV) Atlanta. Because of FCC's five-to-a-company rule, Avco subsidiary was notified last month by FCC it had to choose between Toledo and Indianapolis applications. This leaves five applicants competing in Toledo and three (including Crosley) in Indianapolis. In Boston, Hildreth & Rogers Co., former owner of WLAW Lawrence, Mass., withdrew its vhf ch. 5 application. It sold 50-kw Lawrence station earlier this year to Yankee Network Div. of General Teleradio and is no longer in broadcasting [B•T, June 15]. This leaves five applicants still pending for Boston vhf frequency.

WSAL Logansport Request Denied

REQUEST of WSAL Logansport, Ind., for allocation of vhf ch. 6 there was turned down Friday by FCC on ground change would involve wholesale shifting of frequencies in cities extending from Indiana to Gulf of Mexico. WSAL in U. S. Court of Appeals last month attacked legality of fixed table of allocations in appeal from FCC decision denying its request to assign vhf ch. 10 to Logansport instead of to Terre Haute [B•T, Oct. 19].

Vhf Channels Made Final

FIRST vhf channels proposed to be allocated to Selma, Ala. (ch. 8 minus), and Columbus, Miss. (ch. 4 minus), made final by FCC Friday in order to become effective 30 days after publication in *Federal Register*. Ch. 8 is deleted from West Point, Miss., where uhf ch. 56 remains.

Carpenter Seeks Bangor Ch. 2

MURRAY CARPENTER, who seeks dismissal of his ch. 13 bid at Portland, Me. (early story page 63), filed bid Friday for ch. 2 at Bangor, Me., where he plans purchase of WGUY from Gannett interests for $45,000.

Liberalize Territorial Am Assignments

FULLTIME Class II standard stations with powers up to 50 kw soon will be possible in Alaska, Hawaii, Puerto Rico and Virgin Islands on Mexican clear channels 730, 800, 900, 1050, 1220 and 1570 kc. FCC Friday finalized proposal to allow such assignments, effective 30 days after publication in *Federal Register* [B•T, Sept. 14].

Two More Tv Permits Returned

TWO more tv permits returned to FCC, boosting total post-thaw dropouts to 22. They are: WSEE-TV Fall River, Mass., uhf ch. 46; WBGT (TV) Richmond, Ky., uhf ch. 60.

Miami Applicant Names Ex-Chairman Fly

EX-FCC Chairman James Lawrence Fly is to become stockholder and board chairman of revised vhf ch. 7 application of Jack Stein at Miami, Mr. Fly affirmed late last week. Stein bid also to include 15 local residents.

WIP AIRS HEARING

NOTWITHSTANDING threat of suit, WIP Philadelphia Friday night aired two and three-quarter-hour tape recording of court hearing involving Magistrate Joseph Molinari, charged with subornation of perjury. Hearing, held Nov. 5 before Common Pleas Judge Edwin Lewis, sitting as committing magistrate, was put on tape by WIP with Judge Lewis' permission, who overruled objection by Mr. Molinari's attorney. Scheduled to be put on the air at WIP's 6 p.m. newscast Thursday, threat of legal action forced station to postpone broadcast until clearances were obtained from its own attorneys. Go-ahead was approved by station's counsel early Friday. WIP President Benedict P. Gimbel Jr. termed case "no longer a local story, but a threat to freedom of the press and radio."

Increased Tv Film Use Noted by NBC's Kiever

USE of films for television increasing rapidly, with many top rated shows in this category, H. Weller Kiever, central sales manager of NBC Film Division told Michigan Assn. of Broadcasters Friday (early story page 38).

Mr. Kiever said film shows are readily merchandised, permit valuable re-runs and are handled by growing list of distributors. As many as 26 million people missed first run of *Dragnet*, he said, providing re-run market.

He took part in tv program panel with Gayle Grubb, WJBK-TV Detroit, as chairman. Dr. Armand Hunter, general manager of WKAR-TV Lansing and general director of tv development, Michigan State College, discussed problem of informing large bodies of people and responsibility of both commercial and educational broadcaster. He said WKAR-TV has commercial license but will operate noncommercially. W. A. Pomeroy, WILS-TV Lansing, president of MAB, reported on educational tv activities in state.

John Wismer, WHLS Port Huron, reported on activities of the sports committee and discussed privilege fees.

WMIN Names Clarke

WMIN-AM-FM Minneapolis has named George Clarke Inc. as national representative. WMIN Broadcasting Co. owns stations and also WMIN-TV, which fortnight ago appointed H-R Television Inc. its national representative.

UPCOMING

Nov. 9-10: New Jersey Broadcasters Assn., Hildebrecht Hotel, Trenton.
Nov. 12: NARTB Convention Committee, Palmer House, Chicago.
Nov. 13: NARTB Membership Committee, Palmer House, Chicago.
Nov. 13: AAAA Southeast Chapter, Dinkler-Plaza Hotel, Atlanta.

(For other Upcomings see page 131)

PEOPLE

Appointment of **GEORGE DIEFENDERFER** as manager of radio network sales for NBC Central Division announced Friday by Fred Horton, director of sales for NBC Radio Network. Mr. Diefenderfer has been with NBC Central Division sales since 1940.

BERT S. WEST, manager of CBS Radio Spot Sales office in San Francisco, named general sales manager of KNX Hollywood and Columbia Pacific Radio Network by William D. Shaw, general manager. He succeeds Edward W. Buckler, who resigned to join Wayne Steffner Productions, Hollywood.

Promotion of **JOHN PEFFER,** operations manager of WTAR-AM-TV Norfolk, to assistant general manager of station announced Friday by Campbell Arnoux, president-general manager. Previously, as chief engineer at WTAR stations, Mr. Peffer had planned and supervised construction of WTAR-TV center.

A. W. KEEN, manager of application coordination section at research center of Sylvania Electric Products Inc., Bayside, L. I., appointed commercial manager of company's television picture tube division in Seneca Falls, N. Y.

KARL LANDT, veteran of 25 years in broadcasting both as performer and salesman, has been appointed sales representative of Global Telefilms, N. Y., which films commercials in Europe using free-moving puppets.

GEORGIA McCARTY, formerly promotion manager of WORZ Orlando, has joined WVEC-AM-TV Hampton, Va., as promotion manager.

EDWARD W. ALLEN Jr. named manager of publicity and publications of Allen B. DuMont Labs. In six years with company he has handled employe relations, systems analysis and corporate public relations; he will now be responsible for corporate and divisional publicity activities except for DuMont Tv Network.

CARL M. POST, former vice president with Foote, Cone & Belding, Chicago, elected to similar capacity at Henry M. Hempstead Co., Chicago.

Crosley Takes License For Lawrence Color Tube

FIRST license for Lawrence tri-color tube has been taken by Crosley, will be used for large-screen, rectangular color receivers as soon as FCC approves compatible color, it was announced Friday. Called "Chromatron," tube already is in pilot run at Crosley's Batavia, Ill., tube plant. License was secured from Chromatic Television Labs., half-owned by Paramount Pictures Inc., which has been instrumental in developing single-gun tri-color tube. Crosley said, however, it will also use other tubes in its color set production. Lawrence tube heretofore has been manufactured in limited quantities by Chromatic. Only other tri-color tube in advanced commercial state is RCA's 12½-in. model. Last month, CBS-Columbia showed 15-in. tri-color tube.

Zenith to Make Limited Quantity of Color Sets

ZENITH Radio Corp. plans to produce "limited quantity of color tv receivers" and continue research with subsidiary Rauland Corp., Zenith President E. F. McDonald Jr. announced Friday. He reported radio-tv set sales for third quarter ending Sept. 30 up substantially from same quarter a year ago. Zenith reported estimated net consolidated profits for parent corporation and subsidiaries for first nine months of 1953 as $4,098,074 after $5,726,689 for income taxes. Profits were up 59% over 1952.

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Upper Midwest...

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nearly
Two Million
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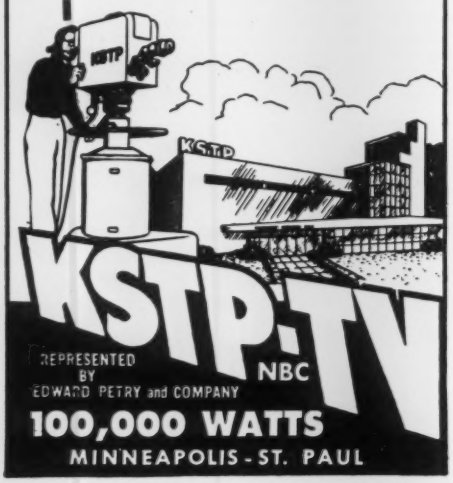

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100,000 WATTS
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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

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Ray Milland, Phyllis Avery and Gordon Jones—stars of G-E Comedy Theatre's "Meet Mr. McNutley" TV and Radio—CBS networks—weekly.

PRIOR to improving existing equipment at WCBS-TV in New York City, network officials examined the best record book in the world... experience with General Electric transmitters! The records show operation for nearly two years utilizing dual 5 KW units with only a few seconds off the air! This performance testimony was more than enough support of a decision to *answer the demands for increased power with G-E!* Today, their leading flagship station boasts a 35 KW amplifier that increases all program signals in the complete market area.

Get all the facts on this and other new equipment developments from your local G-E broadcast representative today! Or write to *General Electric Co., Sec. 2113-9, Electronics Park, Syracuse, New York.*

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Reliability... Power

WCBS-TV, NEW YORK
ALL G-E POWERED
"FLAGSHIP" STATION!

P.A. Goetz, Engineer-in-charge, WCBS-TV, New York, key station of the CBS Television Network, examines a new General Electric 35 KW Amplifier.

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EFFECTIVE RADIATED POWER

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ANTENNA HEIGHT: 850 ft. Above Terrain

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CATHY & ELLIOT LEWIS ON STAGE

Network: CBS Radio
Time: Wed., 9:00-9:30 p.m. EST
Producer and Director: Elliot Lewis
Writers (11/4): Ross Murray and Tony Barret
Play (11/4): "A Woman With a Vengeance"
Music: Fred Steiner
Stars: Cathy and Elliot Lewis

CATHY LEWIS, who is best known for her Jane Stacy characterization in *My Friend Irma* on CBS, radio and tv, has a new radio show stressing capabilities different from those which made her a radio-tv star. She currently is upholding the distaff side of a new drama series on CBS Radio, *Cathy & Elliot Lewis On Stage*, sharing equal billing with her husband, Elliot. She is a young lady with a versatile talent, as convincing a straight actress as she is a comedienne.

Mr. and Mrs. Lewis are turning out some credible radio drama. Different writers are used each week. Mr. Lewis is permanent producer-director and co-star. The Nov. 4 radio play, "A Woman With a Vengeance," one with a psychological twist, was concerned with a spoiled, pampered young woman bent on destroying her husband because she had been his second choice. It could have been dreadful but it was played for mood rather than content, thereby saving the day.

These two performers seem to be experts at underplay. Both Mr. and Mrs. Lewis have been blessed with appealing speaking voices and Elliot Lewis, in the director's chair, has demonstrated that he knows how to use them before a microphone.

* * *

THE TV HOUR

Network: ABC-TV
Time: Alternate Tues., 9:30-10:30 p.m. EST
Play (premiere): "Outlaw's Reckoning"
Writer (premiere): Adapted by Halsted Welles, from an original story by Ernest Haycox
Executive Producer: Herbert H. Brodkin
Assistant Producer: Phil Stein
Director (premiere): Ralph Nelson
Cast (premiere): Eddie Albert, Jane Wyatt, Wallace Ford, Vicki Cummings, Lee Marvin, George Mathews, John Shellie, Ruth Gates, G. Albert Smith, Dickie Allen, Dennis Bohan, Dan Frazer
Music (premiere): Composed and conducted by Ralph Norman
Scenic Designer (premiere): Fred Stover
Origination: New York

APPARENTLY intent on firmly establishing a glowing reputation for itself in the field of video drama, ABC-TV last Tuesday introduced *The Tv Hour*, an hour-long live production scheduled to alternate with the new *United States Steel Hour*, reviewed last week in this column. The debut telecast of ***The Tv Hour*** was sustaining. On Dec. 1 and alternate Tuesdays thereafter, Motorola Inc. will pick up the tab for the new drama series. Generally speaking, the first show, "Outlaw's Reckoning," indicated that Motorola will be making a fairly secure investment. The play was a compact, absorbing production, if not altogether dramatically sound or startlingly original.

The story was in the tradition of the American West during the era when a man without his pistol was as safe as a pilot when his motor conks out. "Outlaw's Reckoning" was realistically flavored with a fine set, correct costuming, a few horses and a stage coach. A "live" Western must prompt tv production men to drink more than their share of black coffee but the challenge of moving broncos on and off camera in a television studio not quite as roomy as the wide open spaces was capably met on this telecast.

Exception must be taken with the score composed and conducted by Ralph Norman especially for the telecast. It was intended as background music. But somewhere along the line it got out of hand. There were certain scenes when it dominated the action.

Eddie Albert turned up in the lead cowboy role. He gave a convincing performance. If that comes as a surprise it may help to explain that his role was a variation on the standard cowboy type. Mr. Albert portrayed a sensitive cowboy, the champion of peace and quiet in a not-so-peaceful Western locale. He didn't even carry a gun. The supporting cast played well together. One role, entrusted to Vicki Cummings, should have been written out of the script. Miss Cummings arrived on the scene as a stage coach passenger. She took an immediate but ultimately futile interest in Mr. Albert. The part had no bearing on the main story line. It was not strong enough to constitute a sub-plot.

* * *

THRU THE CURTAIN

Network: ABC-TV
Time: Wed., 8:15-8:30 p.m. EST
Produced by: ABC-TV Public Affairs Department
Producer: Francis Littlejohn
Director: Shelley Hull
Origination: New York City

AN AUTHORITATIVE, timely discussion series called *Through the Curtain* has been added to ABC-TV's Wednesday evening schedule. It shows off tv to its very best advantage as a powerful medium for the transmission of ideas. The network's public affairs staff has done a masterful job in bringing viewers, in laymen's language, a concise summary of one facet of the Soviet plan to dominate the thinking of people behind the Iron Curtain—the operation of the Russian press.

George Hamilton, ABC-TV news commentator, and Leo Gruliow, editor of *The Current Digest of the Soviet Press*, are the sole participants on the program, presented in straight interview fashion. On the Nov. 4 telecast, Mr. Hamilton was equipped with several pertinent, well-thought-out and well-phrased questions on the coverage Soviet newspapers and magazines have given the discovery of atomic energy and the use of the atom bomb in the final phase of World War II.

Mr. Gruliow, whose publication is devoted to the study and analysis of all Soviet-controlled periodicals and their treatment of news stories of international importance, stated, for example, that when the first atomic bomb was used the Russian people would hardly have guessed the so-called Atomic Age had been born. The story merited only a few lines on the back page of all Russian papers. The program's director had wisely chosen to illustrate Mr. Gruliow's comments. As he spoke, the camera frequently focused on marked copies of papers to which he referred, pointing up and strengthening his statements.

Through the Curtain is effective for one particular reason. The man around whose opinions it revolves has something to say. Mr. Gruliow is intelligent and well informed. It's to the viewers' advantage that he is also capable of passing on his information in a brief but interesting way. His only handicap seems to be a time limitation. *Through the Curtain* merits more than a quarter-hour of ABC-TV's sustaining time.

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VHF or UHF

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8. Filterplexer Gassing Equipment
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11. Reducer Transformer—6⅛" to 3⅛"
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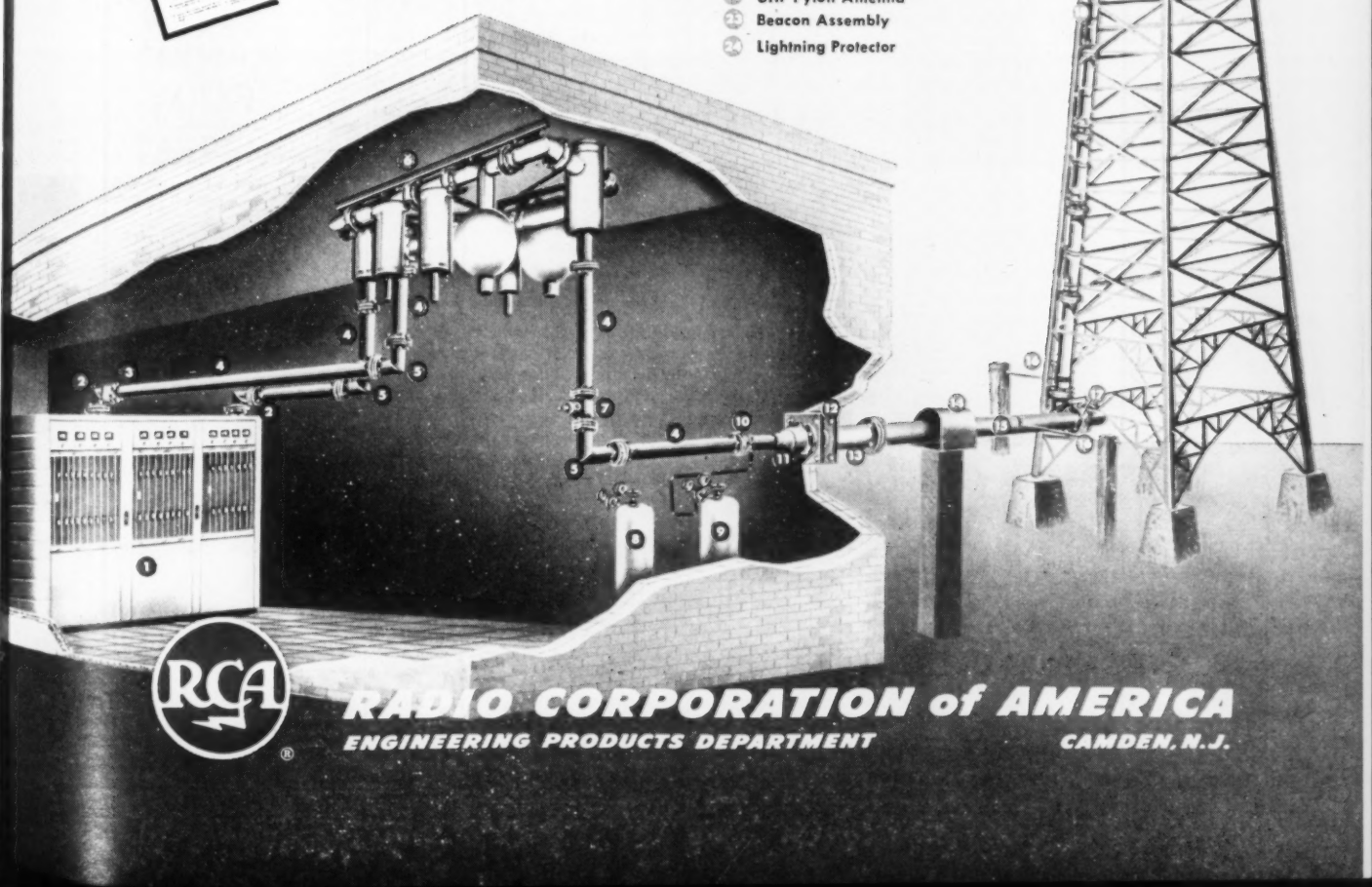
23. Beacon Assembly
24. Lightning Protector



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Yrs.,

Algy

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EDITOR:

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John H. Boyle
Dir., Radio-Tv Adv.
Reynolds Metals Co.
Louisville

Dig That Cool Man

EDITOR:

One of our accounts, a music store, owed us some money and couldn't pay. As partial settlement we took in a set of drums. Knowing that Glenn Snyder [general manager of WLS Chicago and part owner of KTUC Tucson] had for years cherished and desired to own a set of drums, we packed them up and sent them to him.

Just today I received the enclosed picture of

Snyder rehearsing. I thought you might have a little fun with it. . . .

Lee Little
Pres. & Gen. Mgr.
KTUC Tucson, Ariz.

[EDITOR'S NOTE: Not as much fun as Mr. Snyder obviously was having when the picture was made.]

Hi-Fi

EDITOR:

The fine article on good music and hi-fi [B•T, Oct. 26] . . . will be most helpful in our sales work locally. . . . I think your article is pointed too much on the eastern good music operations. You have virtually nothing to say about KFAC, KSON, KISW-FM or KEAR on the West Coast; KIXL Dallas; WFMT Chicago; and others who are doing a job. You should have given some of the information on the audio shows being held around the country, and how radio stations 99% of the time ignore them, being most stupid about our own assets. . . . I think you might well make a sequel to this very fine start.

Stephen A. Cisler
President
KEAR San Mateo, Calif.
KXKX (FM) San Francisco

EDITOR:

Congratulations on your fine high fidelity story!

We gratefully appreciate the consideration which you gave to our Good Music stations in this story and we'd very much like to have about 100 additional reprints if possible. . . .

J. E. Arens, Sales Manager
Good Music Broadcasters
New York

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H - R REPRESENTATIVES

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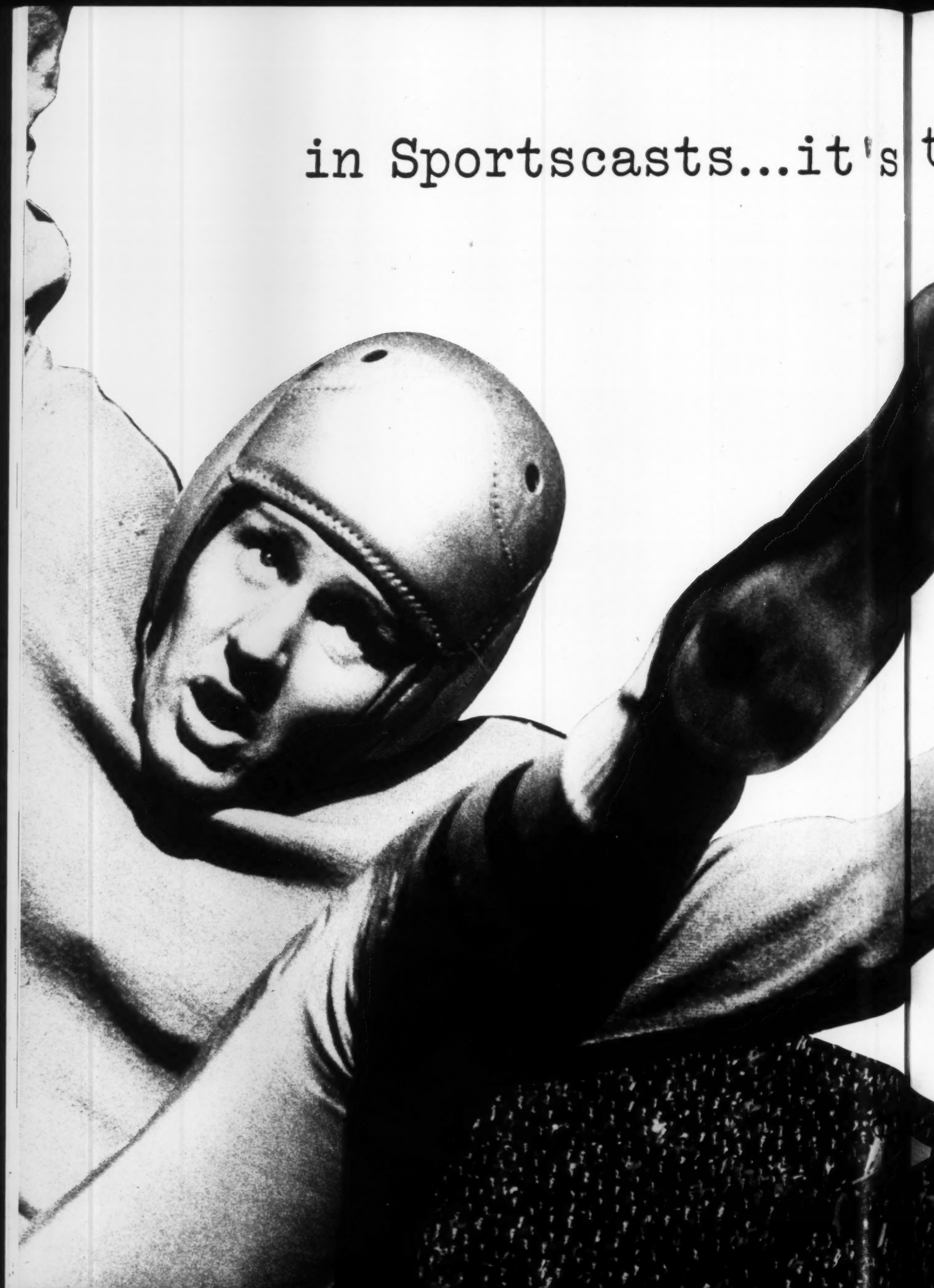


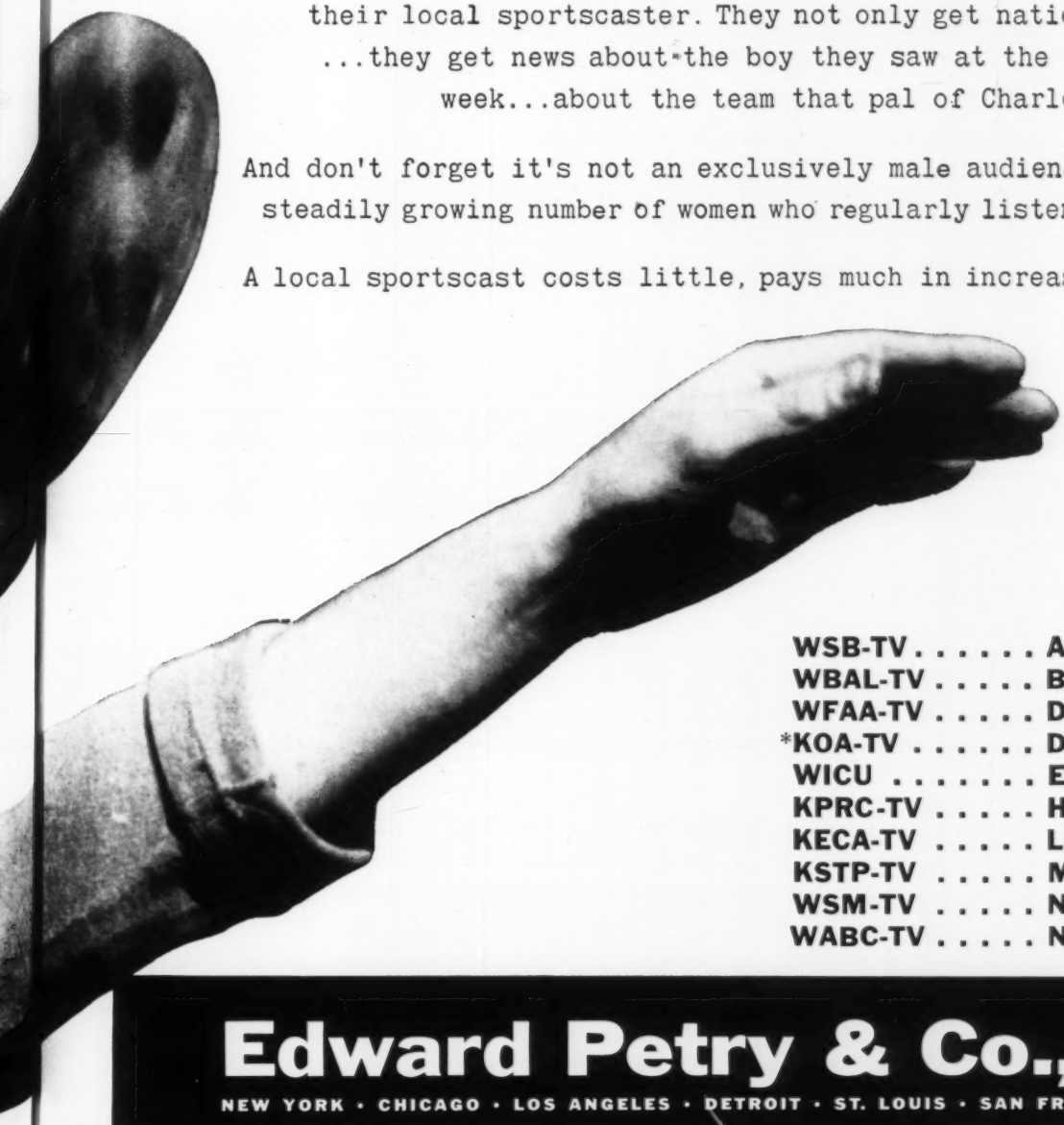
XUM

s the local touch that sells

Local sports programs have rabidly loyal audiences. Fans would rather miss a meal than a regular session with their local sportscaster. They not only get national sports news ...they get news about the boy they saw at the Arena last week...about the team that pal of Charley's plays on.

And don't forget it's not an exclusively male audience. There's a steadily growing number of women who regularly listen to sportscasts.

A local sportscast costs little, pays much in increased sales.



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*In operation on or about December 24th

XUM

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basic **ABC** *affiliate*

kcri-tv *channel* 9
CEDAR RAPIDS, IOWA
Covering Northeast Iowa

our respects

to ALEXANDER STRONACH JR.

THERE probably are more vice presidents in the broadcasting-telecasting field than there are people in the Samoa Islands of the Pacific, but there probably isn't one in the industry, other than Alexander (Sandy) Stronach Jr., vice president in charge of the ABC Television Network, who has ever spent time in those far-away islands. And there are few in the business with the wealth of his experience.

Mr. Stronach's first impressions and touch with the theatrical world came in Pago Pago in those Pacific islands, when as a boy not yet in his teens, he saw the great Harry Lauder and Madam Melba, the famed Australian nightingale, perform. His father had moved the family from North Carolina when he was assigned by the American government to codify the islands' native laws into English.

Both Lauder and Melba, although leaving an impression upon the youthful Alexander, did not leave such an indelible imprint that he was "taken" with show business. Even had he been there was little he could do to further this desire in Pago Pago.

So young Mr. Stronach attended a native school, and was educated in the ways of Stateside life: experienced "normal" island living dodging hurricanes, earthquakes, a tidal wave and even a visit by the distinguished German sea raider—Count Felix von Luckner—who made a night foray into the island's harbor. This was hardly show business, but it proved exciting, Mr. Stronach recounts.

Back to States

After six years of South Pacific living (and Mr. Stronach claims he had a longer run in Pago Pago than the show of the same name did on Broadway), the Stronach family returned to the States and settled in Great Neck, Long Island—then the "Hollywood of the East."

He vividly remembers the impression that show personalities made upon him, through his meetings with them as a youthful golfer on the fairways of a local country club. There were Eddie Cantor, David Torrence, Raymond Hitchcock, Groucho Marx, Oscar Hammerstein, the Talmadge Sisters—Norma and Constance—as well as many others. Young Mr. Stronach saw them, talked with them, got to know them and liked them. They, in turn, liked this lad with a ready smile and easy-to-meet manner.

So it happened that when the Famous Players first opened studios in Long Island, Mr. Stronach secured bit parts in motion pictures through the friends he had made on the golf course. When Paramount closed its Long Island doors and moved its studios to the West Coast, he took a crack at publicity writing, promotion and even as a serious writer.

In 1938 he decided to try the agency field and secured a position with Young & Rubicam in New York as a researcher. It wasn't long before he was made a full-time writer with the agency and about a year later was appointed assistant director.

Subsequently he produced and directed such shows as *The March of Time*, *Mystery Theatre*, *We the People*, and many others of the top-rated shows in radio at that time.

Thereafter he became production supervisor and head of the agency's talent department. In 1947 he left the agency field to join William Morris as one of the first tv salesmen. He remained there a year, and then moved to the American Broadcasting Co. in 1948 as the network's eastern television program manager.

At that time ABC had just started its television activity and Mr. Stronach rapidly met the challenge as a program innovator via new techniques for television programming.

His abilities to surmount the new and challenging business of telecasting were recognized by the network with a promotion to director of tv operations for ABC and, in 1951, to the position of vice president in charge of television programs. In May 1951 he was named vice president in charge of the ABC-TV network, the position he now holds.

As head of ABC-TV, Mr. Stronach's sphere of responsibilities encompasses all network operations. However, he says, "I find myself constantly returning, whenever I can, to my real love—programming—the life's blood of tv entertainment."

Alexander Stronach Jr.—he has no middle name—was born July 22, 1905, in New York City, the son of Alexander and Margaret Kenney Stronach. When young Sandy was 2½, the family moved to Raleigh, N. C., remaining there until the move to Samoa.

Mr. Stronach is now married to the former Lee Adams Garthwaite (whom he met while at Young & Rubicam). They and Bettina, 8, and Judith Lee, 11, live in mid-Manhattan.

When he has the time, he putters assiduously in the pocket-handkerchief backyard plot he refers to as "the garden." When he has more time, he likes underwater swimming along Long Island's south shore, where he has a summer home at Quogue, or even more rarely trying the merits of a Royal Coachman or a Parmacheene Belle in the trout streams of North Carolina, the scene of his early boyhood years.

VHF has hit the BIG Oregon Market

Now on the air

WAIT NO MORE. Now you can hit the rich, able-to-buy Northwest market with the increased coverage and assured picture quality you should expect. KOIN-TV'S 56,000 watts ERP (100,000 soon) and 1114-foot antenna height above average terrain (1536 feet soon), is reaching thousands of homes in Oregon and Southern Washington which cannot receive good service from any other station.

COVERAGE IS TERRIFIC

Letters by the hundreds keep pouring in telling of KOIN-TV's strong, clear signal from as far as 200 miles away. Countless shadow areas now get a sharp picture. This viewer enthusiasm again reaffirms the fact that VHF delivers a solid and complete coverage.

150,000 SETS—INCREASING RAPIDLY

All TV sets in the area are VHF receivers with UHF devices added or built-in. KOIN-TV's top CBS Television Network shows plus selected ABC Network and local programs are capturing audiences everywhere. Set sales are sky-rocketing. It's a bustling, ready-to-tap market!

*208% Based on 1952-53 Consumer Markets.

FOLKS KNOW KOIN

For 28 years radio station KOIN has offered the people of this region the tops in local, national, and public service programs. KOIN is *known* and respected as a fellow citizen. This reputation is reflecting itself in a tremendous popularity and public acceptance.

Write, phone, or wire for complete information and availabilities.

Avery Knodel, Inc., National Representatives
New York, Chicago, Los Angeles, San Francisco, Atlanta, Dallas

JOHN ESAU AND ALL THE GANG SAY—

WELCOME

TO KTVQ TELEVISION
CHANNEL 25 OKLAHOMA CITY

NOW! **LIVE CLEARANCE** for your programs in the Oklahoma City market, one of America's richest markets!

Watch Oklahoma City . . . Watch KTVQ Television

INTERCONNECTED ABC CBS INTERCONNECTED

To Reserve Time on KTVQ, Write, Wire or Call John Esau, or —

H-R TELEVISION, INC.

NEW YORK 17, N. Y.
Chrysler Bldg.
MUrray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr.
RAndolph 6-6431

SAN FRANCISCO, CAL.
110 Sutter St.
EXbrook 2-3407

HOLLYWOOD, CAL.
Equitable Bldg.
GRanite 1480

Clark W. Davis

on all accounts

CLARK WERNER DAVIS is a rare combination of producer, director, writer and account executive in Chicago radio-tv agency circles, with a background reading like a station's program log.

In his new capacity as radio and television director of Phil Gordon Agency there, he brings a wealth of creative talents to an agency that has specialized more in direct sales than other media. He was appointed to that post in mid-August.

Mr. Davis has been in virtually all facets of the industry and even today finds time to free lance his own programs and program ideas.

Born in Krefeld, Germany, May 5, 1926, young Davis and his family moved to the U. S. on Thanksgiving Day, 1933. He soon became a naturalized citizen. His education was received at Ogden-Oak schools in La Grange, Ill.; Senn (in 1939) and Lane (in 1940) high schools and the Central "Y." He also attended the Goodman School of Theatre.

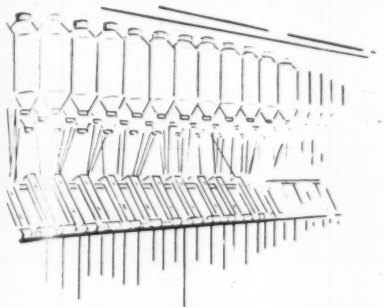
Mr. Davis was writing scripts for Chicago radio at the early age of 14. He opened a stock company in Woodstock, Ill., in 1947 and returned to Chicago to write and produce a nightly two-hour radio show for Marty Hogan (now general manager of WCFL) and restaurateur Ernie Byefield. He also free lanced in Chicago and New York, returning to the Windy City in April 1949.

Early in 1948, Mr. Davis entered the agency field, joining Sherwin Rodgers where he spent 19 months. He helped develop commercial pitches and handled film features for Masser Furniture, Jene' Home Permanent, Sandra Motors, Rosen's Rye and others. Late in 1951, he went with Ross Roy Inc., heading up the agency's radio-tv department and serving as account executive.

Through 1952 and 1953 Mr. Davis maintained ownership-partnership in Sperling-Davis Production, continuing to handle radio-tv production for the agency.

Later he joined Martin A. Rothbardt agency, after working for CBS Chicago for about four weeks on a special assignment. At one time he also wrote and produced programs for WBKB (TV). At Phil Gordon he is responsible for Stewart Greeting Cards, Southern Greeting Cards, World's Products Co., Artistic Card Co. and other accounts.

Mr. Davis married the former Ellen Bloch. They have two children, Larry Scott, 5, and Karen Lynn, 2½. He still likes to write (he prefers comedy material) and play golf.



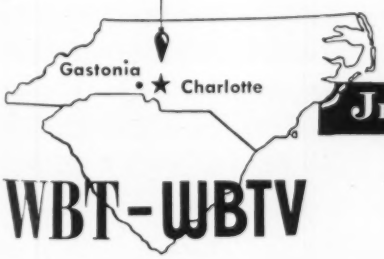
Spinning prosperously in this textile center of the South are 1¼ million spindles—more than in any other county in the world. Gaston County's 130 textile mills pay an annual wage of more than 65 million dollars.

spinning satellite in the Charlotte market

GASTONIA, N.C. — as close to Charlotte as Long Beach to Los Angeles

Penetration of Charlotte's BIG 2 in Gaston County
WBT 76% WBTV 99%

More than 200 manufacturing plants evidence the industrial strength of Gastonia, a scant 18 miles west of Charlotte. Gastonia is one of half a hundred industrial communities circling in the orbit of the Charlotte market—encompassing more than 1½ million people within a 50 mile radius of Charlotte. For coverage to match the Charlotte market, draw on Charlotte's big 2, WBT and WBTV.



JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET

Mighty Mover!

Paul Bunyan was so strong, it's said, that when it came time to move his logging camp to a new location, he simply picked up the whole camp at one swoop.

Quite a feat, that. Brings to mind the *real-life* exploits of WCCO RADIO, the Northwest's 50,000-watt giant—which is so powerful it can move merchandise en masse for you throughout *109 primary counties* in four Northwest states (an area of some 86,700 square miles)! Fact is, WCCO RADIO delivers a bigger weekly audience of potential customers in 82 of these counties than any of the more than 200 other radio stations heard throughout the entire area.* And does all this at an astonishingly low cost per thousand circulation—*6¢ per thousand families daytime, 11¢ nighttime!*

If you want to move a mighty lot of your product in the Northwest, call CBS Radio Spot Sales or Phil Lewis, sales manager of... **WCCO RADIO**

Minneapolis—St. Paul
The Northwest's 50,000-watt Giant

*NAMS 1952

BROADCASTING TELECASTING

November 9, 1953 Vol. 45, No. 19

MBS SHELVES AFFILIATE PLAN EFFECTIVE DEC. 31

New compensation concept goes by the board after a three-month tryout. Plan is chucked by Mutual because of heavy affiliate opposition to idea of payments in form of free programs for local sale (rather than in dollars). If revived, as indicated, plan probably will bear little resemblance to current one.

MUTUAL's "revolutionary" and widely disputed new affiliation concept fell last week beneath the weight of affiliate opposition.

The network announced that the plan, in which the affiliates would get their payments from the network in the form of free programs for local sale rather than in dollars, would be shelved Dec. 31 after a three-month trial which did not find sufficient acceptance among the stations.

The announcement followed an all-day meeting of the Mutual Affiliates Advisory Committee, which recommended that after the close of business Dec. 30 all affiliation agreements revert to the terms in effect before the new plan was launched Oct. 1.

In a statement incorporated in the network announcement, Victor C. Diehm of WAZL Hazelton, Pa., newly elected chairman of MAAC, said a majority of stations considered the new concept sound in principle but that, since its "common denominator" did not win "solid acceptance," it was considered advisable to return to the old type of operation "pending further evaluation of ways in which the advantages of the plan can be incorporated in Mutual's operations."

Little Resemblance

While Mr. Diehm's statement indicated that the plan may be revived in another form at some later late, general speculation was that if a new attempt is made the formula will bear little resemblance to the one now being put aside.

Mr. Diehm and network sources pointed out that the plan had brought to Mutual a "program upgrade" with many new stars and programs, and expressed confidence that the best of these programs would be retained.

If they are, affiliates who fought the plan may be said to have cast substantial doubt on the adage that one cannot "have his cake and eat it too," since the program upgrading—through the acquisition of new and better shows (out of money formerly paid to the affiliates for carrying network commercial programs)—was one of the chief objectives of the plan.

First reaction of anti-plan affiliates, when the decision to table the move was disclosed, reflected little inclination to boast, however. Stations in such hotbeds of opposition as Oklahoma, Iowa and Missouri, for example, indicated they intend to cooperate fully with the network and prove that their thinking was correct all along.

Neither mutual authorities nor opponents of the new concept appeared to hold much doubt that stations which did sign the new contracts will be willing to return to the terms of the old ones. Any who may insist upon continuing under the new formula presumably will continue to be served in accordance with the provisions of the new contract at least until next Oct. 1, when, under the terms of the contract itself, Mutual has a right to revert to its old style of operation, authorities asserted.

Aside from its disposition of the new affiliation plan, the 14-man MAAC in its meeting held Wednesday in New York with MBS

MUTUAL Affiliates Advisory Committee's new officers for 1953-54, elected at MAAC's quarterly session Wednesday in New York, are (l to r): Bob McRaney, WCBI Columbus, Miss., secretary; Victor C. Diehm, WAZL Hazleton, Pa., chairman, and Rex Howell, KFXJ Grand Junction, Colo., vice chairman.

President Thomas F. O'Neil and other key network officials also elected officers for 1953-54; noted the network's increase in gross billings, acquisition of additional major advertisers, and addition of new star-name programs, and expressed gratification for Mutual's progress. It was noted that forward strides have been particularly great in nighttime broadcasting, with the network's evening business as well as audience greater now than a year ago.

New MAAC officers elected, in addition to Chairman Diehm, were Rex Howell of KXFJ Grand Junction, Colo., committee vice chairman, and Robert McRaney of WCBI Columbus, Miss., secretary.

The network's new affiliation plan was devised with the help of, and approved by, the MAAC group in a meeting at Cape Cod last June. But seven of the 14-man committee which met last week have been elected since the Cape Cod session. There was no disclosure of the stand taken by any particular member, but Chairman Diehm's statement summarized their official viewpoint in these words:

A majority of the affiliates felt that the basic principles of the plan were sound; however, actual practice has indicated that the common denominator of the plan was such that 100% unanimity among affiliates could not be obtained.

Traditionally, Mutual policies have been predicated upon solid acceptance by the entire affiliate body. Since the plan has fallen short of such acceptance, we think it wise to set the plan aside and revert to our previous plan of operation pending further evaluation of ways in which the advantages of the plan can be incorporated in Mutual's operations.

What Might Have Been

Under the new contract, Mutual reduced the number of network option hours from nine a day to an average of five (of which approximately 3¼ are said to be sold). Participating stations are not paid in money for carrying network commercial programs unless such programs fall outside of network option time. Instead of being reimbursed in money for carrying network commercial shows, they receive from Mutual a weekly total of 14 free hours of programming which they can offer for local sale, full receipts of which they retain for themselves.

Opposition to the plan mounted gradually. A survey by Missouri Broadcasters Assn. a few weeks ago indicated that 152 reporting stations had signed the new contracts, 210 had not, and 28 others were not involved in the poll, being members of the Mutual ownership family [B•T, Oct. 26]. This survey did not, however, distinguish between "pay" and "bonus" affiliates of the network, which has approximately 560 stations of which about 200 are "bonus." Mutual authorities, meanwhile, had reported that they had signed up stations representing approximately 75% of the MBS rate card.

Why They're Waiting

The decision to await the end of the year before reverting to the old affiliation contract was attributed primarily to two reasons: (1) other contractual commitments extending to that time, and (2) a desire on the part of Mutual management for time in which to try to work out arrangements that will permit the continuation of new star-name shows already added under the plan.

Frank Schreiber, general manager of WGN Chicago, expressed surprise at the report MBS was dropping its controversial affiliation plan and said, "It's news to me." He declined further comment pending official notification from MBS President O'Neil in New York.

Sid Bliss, president of WGEZ Beloit and WCLO Janesville, Wis., both MBS affiliates, said the problem was one of meeting the wishes of sponsors and their agencies and that affiliates as a whole probably would have gone along with the proposed plan, "one way or another." He said it was not a question of whether the proposed plan was "right or wrong" but

XUM

whether it would have commanded the support of the stations at the local level.

A station manager told B•T there was evidence that not enough Mutual stations felt the proposed plan was satisfactory for better local programming. He said his station would be able to program better under the old MBS rate plan.

Ben Strouse, WWDC Washington—"The affiliates won a victory over the network. This isn't the first time in recent years that affiliates have objected to a plan to the point it couldn't be put into effect. In the end it should work out to the satisfaction of both network and stations."

'Good News'

Ben Sanders, KICD Spencer, Iowa, president of the Iowa Broadcasters Assn. which had vigorously opposed the plan—"This is good news to all of us. Although it's a victory for the affiliates I earnestly appeal to all of you to work together with Mutual more than ever before. The least we can do is prove that our thinking is right. We can help by cooperating in every way possible to make Mutual a bigger and better network." IBA contended no Iowa station had signed the new contract.

Cy Casper, WBBZ Ponca City, Okla., president of Oklahoma Broadcasters Assn., another state in which opposition was strong—"We're very happy under the new setup since we prefer working under the old contract. The consensus of OBA stations at our Sept. 27 meeting was opposed to the new plan. We feel our affiliate representatives have spoken for us and that Mutual has listened. It has recognized the feelings and needs of the smaller stations. More and more these smaller stations are fitting into the network picture, especially in television markets."

W. Earl Dougherty, KXEO Mexico, Mo., chairman of the MBS affiliates committee of Missouri Broadcasters Assn.—"Cooperation of affiliates brought about this result. Our association conducted a nationwide survey showing over 200 MBS affiliates had not signed contracts [B•T, Oct. 26]. Only one side of the story had been told up to that time. Station men wanted the whole story. We're not mad at MBS but merely wanted information we weren't getting. Missouri affiliates are anxious to cooperate." Mr. Dougherty formally offered this cooperation in letters to President O'Neil and Mr. Johnston.

Welcomed in Michigan

The Mutual decision was welcomed by practically all of the network's affiliates informally contacted during the meeting of Michigan Assn. of Broadcasters (see story page 38).

The 14-hours-a-week group supplied free by the network to the stations for local sales, included "Spotlight Parade," consisting of six five-minute shows a day and having various formats; *Bulldog Drummond, Counterspy, Mr. District Attorney, Starlight Theatre, Nightmare, The Three Sons and Betty Clooney, Welcome Ranch,* and three quarter-hour news strips.

MAAC members attending Wednesday's meeting, in addition to newly elected Chairman Diehm, Vice Chairman Howell, and Secretary McRaney, included Roy Thompson, WRTA Altoona, Pa.; Carter C. Peterson, WCCP Savannah; M. C. Watters, WCPO Cincinnati; Don Campbell, WILD Birmingham; John M. Walter, WJPG Green Bay, Wis.; Boyd Kelly, KTRN Wichita Falls, Tex., and Collin Lowder, KLO Ogden, Utah, all new members and all representing metropolitan markets.

Also, Jack Younts, WEEB Southern Pines, N. C.; Hugh Potter, WOMI Owensboro, Ky.; E. J. McKellar, KVOX Moorhead, Minn., and Wendell Mayes, KBWD Brownwood, Tex., representing non-metropolitan markets. The three officers also represent non-metropolitan markets.

M&M, LEVER, L-M EXPAND COVERAGE

Candy firm points to high ratings and sales as motivating factor. Lincoln - Mercury increase put 'Toast of The Town' on over 100 stations.

A FLURRY of network and regional program expansions developed in television last week with at least three major advertisers indicating a boost in their present station lists.

At the same time four additional sponsors figured in other sales activities.

Advertisers involved in the expansions were Hawley & Hoops (M & M candy), Lever Bros., and Lincoln-Mercury dealers. Other sponsors in the week's business developments included Revlon Products, Swift & Co., G. A. Swanson & Sons and Sheaffer Pen Co.

Hawley & Hoops, Newark, through Roy S. Durstine Inc., New York, went on the air about nine months ago with a half-hour package show entitled *Johnny Jupiter*, owned and packaged by Kagran Inc., and placed on nearly 50 stations on a regional basis. The rating of the program has been so high and candy sales have shown so formidable an increase that the advertiser has directed the agency to shop for a new increment of stations to be added to the present list.

Similarly, Lever Bros. effective Jan. 1 will increase the station list on each of four network shows by 10 to 30 stations. Programs to receive increased coverage will be Arthur Godfrey, *Lux Video Theatre, Big Town,* and *Art Linkletter's House Party*, all on CBS-TV. Agencies handling Lever shows are J. Walter Thompson, McCann-Erickson, and BBDO, all New York.

Lincoln Mercury Dealers Assn., effective Dec. 8, will expand its tv station lineup on the Ed Sullivan *Toast of the Town* show with a view to carrying the list well over the 100-station mark. The program, seen on CBS-TV on Sundays, is in its sixth year. Kenyon & Eckhardt, New York, is the agency.

Revlon Switches

Meanwhile, Revlon Products, which had sponsored *Revlon Mirror Theatre* on CBS-TV (Sat., 10:30-11 p.m.), is switching to the Bernard Schubert package, *Mr. & Mrs. North* on NBC-TV (Tues., 10:30-11 p.m.) effective Jan. 3. William H. Weintraub Co., New York, is the agency.

Swift & Co., Chicago, a current sponsor, is adding another quarter-hour period of the *Garry Moore Show*, seen five times weekly on CBS-TV, effective Dec. 2. The new segment to be underwritten by Swift is the Wednesday 1:30-1:45 p.m. period. The other Swift portion is Thursday, 1:30-45 p.m. period. J. Walter Thompson Co., Chicago, is agency for Swift. Other sponsors on the program are C. H. Masland & Sons, the Hoover Co., Cat's Paw Rubber Co., Best Foods, Norge Division of Borg-Warner Corp., Ballard Division of Pillsbury Mills, Converted Rice, and Kellogg Co.

C. A. Swanson & Sons of Omaha has renewed effective Dec. 8 *The Name's the Same* for an additional 26 telecasts on ABC-TV (Tues., 10:30-11 p.m.). The advertiser sponsors the show on alternate weeks through Tatham-Laird Inc., Chicago. American Chicle Co. is the alternate-week sponsor.

Sheaffer Pen Co. effective Dec. 19 will renew co-sponsorship of the *Jackie Gleason Show*, on CBS-TV (Sat., 8-9 p.m.) for 26 weeks, through its agency, Russel M. Seeds, Chicago.

Don A. Reed, advertising manager of Sheaffer, said the "sales success we have enjoyed since going into television heavier last spring has convinced us that television is one of our best media for demonstration and selling our new messproof Snorkel pen."

He pointed out that reports from dealers and salesmen indicated that the Gleason show helped increase sales approximately 8% during the first half of the fiscal year.

PREMIERE of CBS-TV's new anti-crime series, *The Man Behind the Gun*, sponsored by Bristol-Myers for Ipana toothpaste and other products, was attended by (l to r): Bernard Prockter, president, Procter Tv Enterprises; Will C. Turnbladh, executive director, National Probation & Parole Assn., and Joel Jacobs, vice president, Doherty, Clifford, Steers & Shenfield Inc., agency.

Dealers Urged To Push One Appliance Line

DISTRIBUTORS should strengthen their dealer organizations and encourage them to promote a single outstanding major appliance line, with support from television and radio tie-ins, a Hotpoint Co. executive told 900 distributors and salesmen last week.

A dealer who promotes a single line will realize greater profits and margins because "He'll identify his store as a headquarters for one line, and in that way, a dealer can take advantage of local tie-ins with national advertising, television and radio," John F. McDaniel, vice president in charge of marketing, said. "Greater advertising impact will result in single-line merchandising," Mr. McDaniel added, noting that many lines cause a split in the dealer's advertising dollar.

NEW BUSINESS

Swift & Co., Chicago (Pard dog food), buys *Kukla, Fran & Ollie* on NBC-TV, Sundays, 2:30-3 p.m. CST starting Nov. 29 or Dec. 20. Program changed time Nov. 8 from 3-3:30 p.m. Contract for 52 weeks placed through J. Walter Thompson Co., same city.

RCA and **RCA Victor** are sponsoring half-hour evening musical program weekly on 14 stations of Good Music Broadcasters, coast-to-coast for eight weeks, starting last week. Recording of each program is made in New York and sent in advance to member GMB stations for broadcast at time scheduled in their cities. Agency: J. Walter Thompson Co., N. Y.

Rhodes Pharmacal Co., Cleveland, Ohio (Imdrin), started co-sponsorship of *Carroll Allcott's World Today* on 23 CPRN stations, Mon., Wed., Fri., 5:30-5:45 p.m. PST, for 52 weeks from Nov. 2. Firm also starts 6-6:10 newscast,

KNX Hollywood, for 52 weeks from Nov. 10. Agency: O'Neil, Larson & McMahon, Chicago.

Household Finance Corp., Chicago, will sponsor single half-hour program *Tom Harmon's Year End Review* on 13 CPRN stations Dec. 30. Agency is Needham, Louis & Brorby, Chicago.

George Weston Biscuit Co. (cookies) will sponsor Tower of London Package *The Queen's Men,* half-hour story of Royal Canadian Mounted Police, on Canadian Broadcasting Co. network effective Jan. 1.

SPOT

Griesdieck Bros. Brewery Co., St. Louis (Griesedieck Beer), starts Mon.-Fri. quarter-hour programs starring western entertainer Tennessee Ernie on 64 Midwest stations for 52 weeks from Nov. 9. Programs will be recorded in Hollywood and shipped to stations. Agency is RadiOzark Enterprises, St. Louis.

California Central Airlines, Burbank, started spot announcement campaign to promote "Thriftliner" flights serving L. A., S. F. and San Diego on initial station line-up of KYA and KSFO San Francisco, KMPC Hollywood and KBIG Avalon, from Nov. 1. Agency: Calkins & Holden, Carlock, McClinton & Smith Inc., L. A.

AGENCY APPOINTMENTS

Advertising Assn. of the West, S. F., appoints BBDO that city, for 1954 Advertising Recognition Week, Feb. 14-20. Radio and tv will be used in publicizing "Advertising Helps Everyone" theme. **Harry Burton** is account executive for the voluntary undertaking.

Delaware Lackawanna & Western Coal Co. (Blue Coal) appoints Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle its advertising. Media plans as yet undetermined.

Kaye-Halbert Corp., Culver City (tv set mfrs.), **Pacific Instrument and Control,** L. A. (electronic devices), **Porta-Fold Inc.,** L. A. (convertible aluminum ladders), and **Kaufman Enterprises,** L. A. (Woodnik assembly toys), appoint Vick Knight Inc., that city.

David Bogen Co., N. Y. (high fidelity amplifiers and tuners, tv boosters and uhf converters), names Friend-Reiss-McGlone, N. Y., as its advertising agency. **Harold Reiss,** agency principal, will supervise account.

The Stanley Works, New Britain, Conn., appoints Wilson, Haight, Welch & Grover Inc., Hartford, Conn., and N. Y., as agency for Stanley hardware, Stanley and "Yankee" tools and Stanley electric tools, effective Jan. 1.

Jaguar Cars Ltd., Coventry, England, and **Charles H. Hornburg Jr.,** L. A., western distributor, appoint Stromberger, La Vene, McKenzie Adv., L. A., starting Jan. 1. Tv and radio will be used. **Ted Stromberger** is account executive.

AGENCY SHORTS

McNeill & McCleery Adv., Hollywood, has moved to new offices at 6777 Hollywood Blvd. Telephone is Hollywood 4-7252.

Tandy Adv. Agency Ltd., Toronto, has moved to new quarters at 20 Carlton St., where it occupies two floors.

Boylhart-O'Connor, L. A., has moved to 601 S. Rampart Blvd.

MPTV SIGNS PEARSON FOR SERIES

Jan. 8 target date is set for the series, which will be titled 'Washington Merry-Go-Round' after Mr. Pearson's newspaper column.

SIGNING of Drew Pearson to an agreement under which he will appear in a 26-week series of 15-minute telefilms to be produced and distributed by Motion Pictures for Television was announced Friday by Edward D. Madden, vice president and general manager of MPTV's film syndication division.

The series, to be called *Drew Pearson's Washington Merry-Go-Round,* will be produced in Washington under the supervision of Charles Curran. According to Mr. Madden, the series will be available for a Jan. 8 starting date. He said Mr. Pearson will go before the cameras every week, and MPTV will rush the finished footage to tv stations via air express on Friday mornings for weekend viewing.

Mr. Madden said the series will be sold to national spot, regional and local advertisers on a "26-week, firm non-cancellable basis."

The format, according to Mr. Madden, will feature Washington "exclusives" and "predictions," in addition to a weekly feature story.

Mr. Pearson currently is on 280 radio stations weekly.

'Firestone' Goes Abroad

KINESCOPES of NBC-TV's *Voice of Firestone* program will be distributed by the U. S. Information Service throughout Europe, the Far East and Latin America, according to a State Dept. announcement circulated last week by the NBC Film Division. Kinescope prints will be supplied by the Division. The *Voice of Firestone* will be part of a new U. S. Information program called *Your Tv Concert Hall,* and, according to an NBC Film Division spokesman, plans are being formulated to release other outstanding NBC-TV musical shows through the program.

FINAL shooting day of the current NBC-TV *Fireside Theatre* series is celebrated on set in Hollywood by (l to r) Lewis H. Titterton, director of radio-tv production, Compton Advertising Inc., New York.; James J. Seaborne, manager of Compton's West Coast office; George Giroux, West Coast supervisor for Procter & Gamble Co.; Frank Wisbar, *Fireside Theatre* producer-director, and William Craig, Cincinnati, P & G tv director.

Official Films Names Nidorf

ELECTION of Michael Nidorf as board chairman of Official Films Inc. was announced last week following the annual stockholders meeting and a board meeting. Mr. Nidorf, who was vice president and a stockholder and board member, succeeds Isaac D. Levy, who continues as a board member, stockholder and an active participant in the firm's affairs.

Harold L. Hackett was re-elected president and board member, and Herman Rush, sales manager, was elected vice president. Other board members re-elected were Frank Satenstein, Henry Jaffe and Herbert J. Siegel.

Screen Gems' Expansion

IN LINE with expansion plans, John H. Mitchell, vice president of sales for Screen Gems Inc., tv subsidiary of Columbia Pictures, left New York last week for a business trip through the Middle West where he expects to establish new offices in either Detroit or Cleveland and in Toronto and St. Louis. His first stop was scheduled at Chicago, where he was to hire a divisional sales manager for that territory.

FILM SALES

Kling Studios Inc., Chicago, announces sale of its *Boxing From Rainbo* show to KOOL-TV Phoenix, Ariz., WRAY-TV Princeton, Ind., KACY-TV Festus-St. Louis, WLBR-TV Lebanon, Pa., KTVA-TV Anchorage, and KATV (TV) Ketchikan, Alaska; *Bert and Elmer* to WOC-TV Davenport, and *Paradox* to KMMT-TV Austin, Minn.

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Morton Television Productions announces sale of 15-minute *This Is the Story* to stations in St. Louis, Miami, Minneapolis, Pittsburgh and Lebanon, Pa.

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United Television Programs Inc., despite the fact that Fulton Lewis jr. quarter-hour tv film version won't be available for distribution until Jan. 8, announces that six tv stations have purchased the series. Tv stations affiliated with MBS stations, under terms of Mr. Lewis' contract with Mutual, have first refusal of the commentary series which will be filmed in Washington every Friday morning, developed edited and shipped to subscribers that same

day. Initial stations are KFEL-TV Denver, KSL-TV Salt Lake City, KOY-TV Phoenix, WMT-TV Cedar Rapids, KFDA-TV Amarillo and KCOK-TV Tulare, Calif. With the radio version sponsored on more than 500 MBS stations, Wynn Nathan, UTP national sales manager, expects a minimum of 100 tv stations to acquire the video series.

•

SALE of *Badge 14* (formerly *Dragnet*) to **Pure Oil Co.** for 26 markets was announced last week by **John B. Cron,** national sales manager for the **NBC Film Division,** who noted that the filmed series currently is syndicated in 106 markets. He added that the series is the fourth Division property sold in more than 100 markets. Others are *Dangerous Assignment* (137), hour-long *Hopalong Cassidy* (129), and *Douglas Fairbanks Presents* (106).

•

KOPO-TV Tucson, **KXLY-TV** Spokane and **KSL-TV** Salt Lake City have concluded negotiations with **Interstate Television Corp.,** Hollywood, to telecast *Ethel Barrymore Theatre,* series of 13 half-hour video films starring Hollywood name talent.

PRODUCTION

Sovereign Productions Inc., Hollywood, is shooting 3 half-hour films this month for **CBS-TV** *GE Theatre* series at Eagle-Lion Studios, same city. In production are "Wild Luke's Boy," comedy western starring **Alan Young** and written by **Nathaniel Curtis;** "Hot Body," a mystery by **Robert Riley Crutcher,** and to "Lift a Feather," a suspense drama by **Rose Cohn.**

•

Herbert S. Laufman & Co., which has opened offices in New York at 9 E. 75th St., announces production of four new tv shows: *Gloria DeHaven Show* and *Lisa Ferreday Show* both sponsored by **Kirsch Beverage Co.** through **Grey Adv.;** *Time for Fun* sponsored by **Ward Baking Co.** through **J. Walter Thompson Co.,** and *Noontime Showboat.*

•

Signet Productions, Culver City, headed by **Norman Cerf,** has completed six half-hour films in *A Day in the Life of a Famous Person,* new series promoting human interest angles. With **Eva Gabor** as hostess, film clips of each subject's special talents as displayed in the past are combined with an interview with the subject personality as he is and works today. Personalities include **Mickey Walker,** one-time simultaneous holder of world's welterweight, lightweight and middleweight championship titles; **Jack Kramer,** Davis Cup winning team member and twice winner at Wimbledon, now turned tennis pro., and **Ellsworth Vines,** former All-American basketball and tennis player, now turned golf pro. Minimum of seven more films are scheduled for the series, the distribution of which will be handled by **Eli Landau.**

RANDOM SHOTS

Family Theatre, Hollywood, announces that 150 tv stations have requested use of the *Inspiration Please* series of spot films based on the value of prayer in the lives of great figures of history. Filmed by **Roland Reed Productions,** Culver City, the series is available to stations at no charge.

•

Jack Denove Productions Inc. moves from General Service Studios into larger quarters at the Sam Goldwyn Studios in Hollywood. Firm has signed contract with **du Pont Co.** for series of *Cavalcade of America* half-hour programs. **Jack Denove** will produce the shows.

MORE ADVERTISING DOLLARS FOR 1954, SAYS ANA SURVEY

Study shows 80% of companies polled now are buying tv time and 34% of radio time users will increase their respective budgets. Ten of 12 media listed show an increase for 1954.

MORE advertisers now using the broadcast media intend to increase their time purchases in 1954 above the 1953 level than to decrease them, according to results of the 1953 annual survey of the Assn. of National Advertisers, made public last week.

In its report, which covered data from 170 companies on trends in their advertising expenditures, ANA cautioned that the figures are not projectible, but the association also stated that these companies "do represent the best available cross-section of substantial advertisers in a broad range of industries."

The list of 12 media, analyzed by ANA in accordance with the expectations of reporting companies as to their use of each medium next year as compared with this, is headed by television, with 80% of the 75 companies now buying time on tv stations or networks stating their intention to buy more time in 1954; 15% stating that their video time purchases will remain about the same next year as this, and only 5% anticipating a decreased use of tv in the year ahead.

Radio, too, will be used more in 1954 by a greater percentage of companies who answered the ANA questions than the number which expect to decrease their expenditures for radio station and network time. Of the 85 companies reporting present use of radio to advertise their merchandise or services, 34% said they expect to increase their use of radio next year, 39% expect their 1954 radio time purchases to be just about the same as in 1953 and 27% expect to spend less for radio next year than they did this year.

Ad Outlook Good

Overall, the 1954 advertising picture looks good, with ten of the 12 media shown as going to more advertising dollars next year than they did in 1953—at least so far as the companies cooperating in the ANA survey are concerned. Consumer magazines, Sunday supplements, newspapers, point-of-purchase, outdoor, direct mail, business papers, and farm magazines next year will receive increased appropriations from more of the reporting companies than the number planning to spend less for these media.

That situation is reversed for only two media —Sunday comics and car cards—for which more present advertisers anticipate decreased expenditures than the number planning on increasing their use of these media next year (see table). In line with the ANA caution, it should be pointed out that the number of companies raising or reducing their use of a medium is not necessarily an indication that the medium's overall dollar income will move accordingly, since not all advertisers spend the same amount of money in that medium.

When questioned about this year's overall advertising expenditures as compared to last year's, 115 companies said they spent more in 1953 than in 1952, with 19 reporting decreased expenditures. In estimates of 1954 advertising budgets as compared to 1952, the anticipated increases exceeded the decreases by 123 to 7. When, however, advertising expenditures are expressed as a percentage of net sales, the median for all industry classes of advertising dropped from 2.75% in 1952 to 2.6% this year. Too few advertisers provided this information for 1954 to permit calculation of the 1954 advertising-to-sales ratio, ANA stated.

Number of companies and percentage of total indicating that 1954 expenditures will increase, decrease or remain about the same as 1953

Medium	Total Number Reporting Use	Increase No.	Increase Percent of Total	Same No.	Same Percent of Total	Decrease No.	Decrease Percent of Total
1) Television (network & local)	75	60	80	11	15	4	5
2) Consumer magazines	138	71	51	50	37	17	12
3) Sunday supplements	53	21	40	22	41	10	19
4) Newspapers	117	46	39	54	46	17	15
5) Point of purchase	120	46	38	65	55	9	7
6) Outdoor	55	21	38	27	49	7	13
7) Radio (network & local)	85	29	34	33	39	23	27
8) Direct mail	127	42	33	80	63	5	4
9) Business (trade papers)	146	42	29	96	66	8	5
10) Farm magazines	93	19	21	58	62	16	17
11) Sunday comics	23	4	17	14	61	5	22
12) Transportation (Car cards)	31	5	16	20	65	6	19

Tabulating the respondent companies by industry groups, ANA reported on the anticipated increases or declines in the use of each medium by the members of each group for 1954 as compared to 1953. In the majority of classes, the number of reporting advertisers using radio or tv were too small to be significant, but the data of those groups from which the broadcast media derive most of their revenue seem worth reporting. Figures in each case are the number of reporting companies and cover both network and station time purchases.

	TELEVISION			RADIO		
	Up	Same	Down	Up	Same	Down
Foods and Groceries	13	3	0	6	8	4
Drugs & Toiletries	12	1	0	5	5	5
Petroleum	9	2	0	4	4	3
Household Furnishings & Equipment						
Electrical	2	0	0	1	2	0
Non-electrical	5	0	1	1	1	3
Soaps, Cleansers, Polishes	4	1	0	0	3	0

Nielsen Marks 30

A. C. NIELSEN CO., celebrating its 30th anniversary in the market research field with a 60% space addition to its home building in Chicago, has issued a special anniversary issue of its house organ, *The Researcher.* The issue relates the first Nielsen surveys were conducted in 1923, the Drug Index launched in 1933 and the Food Index a year later, the Radio Index in 1942 after six years research, and the Tv Index in 1950.

In a foreword Mr. Nielsen urged advertisers to exercise intelligence and caution in the selection of the research techniques best suited to their needs.

Nielsen Again Nods To 'Lucy' Supremacy

CBS-TV's front-running *I Love Lucy* Tuesday program is back in its first place slot in the A. C. Nielsen Co. ratings of the top 10 tv network programs. First Nielsen listing for the post-summer hiatus period placed *Lucy* at the top for both the number of tv homes and the percentage of tv homes reached. The complete listing for the two weeks ending Oct. 10:

NIELSEN-RATING *
NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1	I Love Lucy (CBS)	15,117
2	Dragnet (NBC)	13,617
3	Colgate Comedy Hour (NBC)	13,369
4	Racket Squad (CBS)	12,584
5	Buick-Berle Show (NBC)	12,110
6	You Bet Your Life (NBC)	11,511
7	Arthur Godfrey's Scouts (CBS)	11,291
8	Arthur Godfrey (CBS) (Liggett & Myers Tobacco)	10,907
9	*Arthur Godfrey (Pillsbury) (CBS)	10,267
10	Philco TV Playhouse (NBC)	10,176

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1	I Love Lucy (CBS)	65.9
2	Dragnet (NBC)	56.5
3	Colgate Comedy Hour (NBC)	55.2
4	Racket Squad (CBS)	54.1
5	Buick-Berle Show (NBC)	52.7
6	Arthur Godfrey's Scouts (CBS)	51.0
7	You Bet Your Life (NBC)	47.1
8	Arthur Godfrey (CBS) (Liggett & Myers Tobacco)	46.0
9	Jackie Gleason Show (CBS)	45.5
10	Philco TV Playhouse (NBC)	43.9

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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'DRAGNET' RATES OVER 'LUCY'—ARB

NBC-TV's *Dragnet* has usurped the supremacy of CBS-TV's *I Love Lucy*, according to American Research Bureau's ratings for the second week of October. First since April 1952, *Lucy* ranked second with a 60.2 rating, behind *Dragnet's* 64.2, ARB reported last week.

ARB pointed out that the new *Dennis Day* show on NBC-TV in the same 9 p.m., Monday night slot, commanded a 15.3 rating in October. This would indicate that deeper competitive inroads were being made into the usual *Lucy* audience.

With total number of viewers, however, the CBS-TV show retained its top spot in reaching nearly 44 million people in the 102 cities where the show is carried. *Dragnet* ranked second in that respect, reaching more than 41½ million viewers in 81 markets.

ARB Director James Seiler also announced last week that ARB service would be expanded within the next five months to include 25 more individual city ratings. The bureau currently rates 35 individual cities and reports national viewing twice a month.

National ratings for the second week of October are as follows:

Program	Network	Rating
1. Dragnet	(NBC)	64.2
2. I Love Lucy	(CBS)	60.2
3. You Bet Your Life	(NBC)	56.7
4. Godfrey & Friends	(CBS)	50.9
5. Talent Scouts	(CBS)	49.6
6. Jackie Gleason	(CBS)	49.5
7. Ford Theatre	(NBC)	45.8
8. Milton Berle	(NBC)	45.2
9. Comedy Hour (J. Durante)	(NBC)	43.6
10. Television Playhouse	(NBC)	42.2
Treasury Men in Action	(NBC)	42.2

Program	Network	Viewers
1. I Love Lucy	(CBS)	43,750,000
2. Dragnet	(NBC)	41,520,000
3. You Bet Your Life	(NBC)	40,650,000
4. Godfrey & Friends	(CBS)	35,160,000
5. Comedy Hour (J. Durante)	(NBC)	34,990,000
6. Jackie Gleason	(CBS)	30,560,000
7. Milton Berle	(NBC)	30,100,000
8. Talent Scouts	(CBS)	29,360,000
9. Television Playhouse	(NBC)	27,550,000
10. Toast of the Town	(CBS)	25,250,000

NEARLY HALF OF U. S. FAMILIES OWN TV SETS AS OF JULY, MRCA REPORTS

Market Research Corp. of America reports the percentage at 49 of all families in this country. It represents an increase of 11% since Jan. 1, 1953, of homes which are furnished with television sets.

SOME 49% of all U. S. families owned at least one television set as of July 1, 1953, according to a report last week by Market Research Corp. of America. This figure, based on the company's continuous National Consumer Panel, was said to represent an increase of 11% in the number of U. S. television homes since Jan. 1, 1953.

The report showed that the Northeast still includes a higher percentage of television families (69%), followed by the North Central (50%), Pacific (47%), Mountain and Southwest (31%) and South (30%). It was pointed out that the South, which had recorded a 71% gain in tv penetration in 1952, showed an additional increase of 25% in the first six months of 1953, and the Southwest followed up an increase in television homes of 145% in 1952 with a gain of only 15% in the six-month period.

The trend toward increased television penetration in rural areas continued in the first six months of 1953, according to the report. The number of farm families with tv was said to have increased from 18% in January to slightly more than 23% as of July.

Biggest percentage gains in television penetration (averaging about 20%) were reported in towns and cities with less than 50,000 population. Smallest percentage gain (4%) occurred in the large cities and metropolitan areas, where 77% of families now have television.

Though all income groups in the population were said to have shown increases in tv ownership, the highest percentage gain (11%) was listed in the lower-middle income group. The richest fourth of the population, the report pointed out, currently has 58% ownership but increased only 5% from January to July of this year.

In the study of occupational groups, the report revealed that in recent months television has gained most significantly in families headed by unskilled workers and farmers. Highest tv penetration (61%), it was said, was among U. S. families headed by craftsmen and skilled laborers. Smallest percentage gain of all occupational groups was made in the first half of this year among families headed by professionals and executives with the percentage of tv set ownership rising from 53% in January to 55% in July.

The report indicated that the tv market continues to absorb large families and families with small children. It showed that as of July, 53% of America's largest families (six or more members) had television; 58% of all families with four or five members, and only 38% of all families with one or two members.

All educational groups in the population were reported to have gained about equally in tv penetration during the first six months of the year. Highest percentage (57%) was in households where the head of a family had completed high school, but the most significant gains in the period were made in households where the family heads did not go beyond grammar school (from 38% to 43%).

The table (at top of column at right) shows the penetration of television by major market characteristics as of January and July 1953.

National Consumer Panel Report on Television Ownership

	Percent of Total Families in Each Market Division Jan. '53	July '53	Percent Increase
U. S. Total	44	49	11
Regions:			
Northeast	65	69	6
South	24	30	25
North Central	46	50	9
Mtn. & Southwest	27	31	15
Pacific	43	47	9
City Size:			
Farm	18	23	28
Under 2,500	22	26	18
2,500 to 50,000	26	31	19
50,000 to 500,000	47	51	9
500,000 & Over	75	77	3
Economic Class:			
A—(High)	55	58	5
B	50	55	10
C	45	50	11
D—(Low)	29	32	10
Education:			
Grammar School	38	43	13
High School	53	57	8
College	45	48	7
Occupation:			
Prof. & Exec.	53	55	4
Cler., Sales & Serv.	49	54	10
Crafts, Skilled Labor	56	61	9
Laborer & Operator	47	54	15
Farmer	16	20	25
Size of Family:			
1 & 2 Members	34	38	12
3 Members	47	52	11
4 & 5 Members	54	58	7
6 Members & Over	47	53	13
Presence of Children:			
5 Years & Under	54	58	7
6 Thru 12 Years	55	58	5
13 Thru 20 Years	47	51	9
No Children	35	39	11

Source: The National Consumer Panel of Market Research Corporation of America.

Nielsen, Lever Bros. Agree On Additional Services

NEW long-term agreement covering Nielsen Radio and Television Index services for all its network programs and Food and Drug Index services has been signed by Lever Bros.

A. C. Nielsen Co. said previous services will be continued, others extended and a new service added in reporting national consumer sales, retailer purchases and retail inventories on a monthly basis.

A. C. Nielsen, president of the research firm, said 217 users of the Nielsen Food and Drug Index services will receive full information "as promptly as possible." New techniques will be applied to additional subjects "as rapidly as our production facilities can be expanded to handle the load," he added. Standard food and drug indices have been issued every two months.

Factory Tube Sales Up

FACTORY sales of receiving and cathode tubes are higher for September and for the first nine months of the year, in comparison with 1952 figures, according to Radio-Electronics-Tv Mfrs. Assn. Cathode tube sales follow: September 1953, 875,712 units; September 1952, 788,107 units; nine months 1953, 7,522,862 units; nine months 1952, 3,908,745 units. Receiving tube sales follow: September 1953, 38,929,539 units; September 1952, 34,196,286 units; nine months 1953, 347,152,450 units; nine months 1952, 245,689,629 units.

SUBSCRIPTION TV THREAT MULLED AT TOA'S CONVENTION IN CHICAGO

Also raised is question of blacking out sports radio broadcasts where theatre tv rights have been sold exclusively. At Tuesday luncheon AB-PT's Goldenson termed television as 'potentially motion pictures' greatest ally.'

HOME television is no longer the No. 1 arch rival of the nation's motion picture exhibitors, but just another competitor. The new villain is subscription or home-metered television.

That conviction emerged among delegates at the annual Theatre Owners of America convention in Chicago last week.

The prospect of subscription or home box office video is a "serious threat," exhibitors were warned.

At the same time, Theatre Network Television, through its spokesman, Nathan Halpern, resurrected the question of blacking out radio broadcast of fights sold exclusively to theatre video. TNT aired its fears in the TOA virtually admitting it would be treading on soft ground in attempting to "stop radio broadcasting."

The three-day TOA convention and trade show with equipment displays of the major motion picture companies was held at the Conrad Hilton Hotel. Among developments:

Theatre Tv Rights

• A committee of exhibitors will be organized to counsel with Mr. Halpern and TNT on the propriety of obtaining exclusive theatre tv rights to the disadvantage of radio stations.

• Exhibitors were told of a plan for obtaining new theatre tv equipment and blanketing the U. S., thus putting the medium on a profitable basis.

• Claim that the public will demand and pay for championship fights, operas and other entertainment in their theatres was heavily stressed.

• TOA's board of directors endorsed the "purposes and principles" of the National Exhibitors Theatre Television Committee, which helped win the FCC fight.

• Exhibitors were warned that FCC's decision, under which applications will be entertained for certain frequencies for theatre tv, is a "victory—providing we translate our plans into concrete action," and that common carrier services will continue to eye this coveted spectrum space.

• Prospect was raised that color theatre tv will provide a heavy impetus for progress of that medium.

Highlight of the TOA convention was a session on theatre tv vs. subscription tv last Wednesday morning, with S. H. Fabian, chairman of TOA's Theatre Tv Committee, and Mitchell Wolfson, WTVJ (TV) Miami, Fla., presiding.

Mr. Halpern, head of TNT, described the growth of his organization in five years, and said TNT carried about 50 events last year. He said people will pay to see outstanding attractions in theatres and it would prove profitable for exhibitors. But, he said, while some theatres have shown profits already, the cost has been high because of the limited number of houses. He urged caution in selecting equipment.

Mr. Halpern cited the recent New York State Supreme Court decision in connection with a suit filed by International Boxing Club against WOV New York. Broadcasters were deprived of the right to recreate or give blow-by-blow descriptions of the Marciano-LaStarza bout but permitted to air post-round summaries [B•T, Oct. 19, Sept. 28].

The exclusivity feature "proved very advantageous to every theatre in the country, whether it had theatre tv equipment or not," Mr. Halpern said. But he warned that it created a "fury" in the broadcast industry and was "a very difficult thing to cope with.

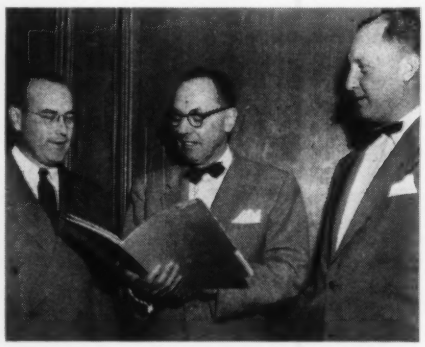
"Some independent stations still carried the fight. There is evidence that the big trade association in the field [apparently referring to NARTB] gave its blessings and promised support to stations in their wildcatting of the fight broadcasts in any litigation that may ensue," Mr. Halpern asserted.

Mr. Halpern said he would welcome views of exhibitors "because it has an effect on your box office." In response to questioning from the floor, he said he personally felt it would be a "mistake to try and stop radio broadcasting." He cited these three reasons: (1) the same court argument might be used in the tv field, (2) permitting radio to carry direct broadcasts would relieve "a great deal of public pressure on us and (3) there is the factor of motion picture rights that are given."

Mr. Halpern said attorneys—presumably for TNT—are studying the matter. Mr. Fabian described it as a very "serious matter" and suggested it be pursued behind closed doors by a committee in future weeks.

Mr. Fabian earlier had given a report by TOA's Theatre TV Committee tracing the history of the FCC decision to entertain bids for frequencies in the common carrier band. The report admonished:

"We are faced with a serious threat of home metered tv. This is now an actuality in that pictures, programming and tv facilities are available and ready for use to test a selected distribution system of entertainment brought directly into your own living room. Unless we meet this challenge of home tv by utilizing the grant given us by the FCC, we shall have no one but ourselves to blame if our business withers and dries up, as many of us, to our deep sorrow, have seen many phases of our industry drop out."



NEW OFFICERS of the Assn. of National Advertisers are (l to r): E. G. Gerbic, vice president of Johnson & Johnson, who was named ANA treasurer by his fellow directors in New York a fortnight ago; Ben R. Donaldson, Ford Motor Co. director of advertising and sales promotion, ANA chairman, and Guy Berghoff, Pittsburgh Plate Glass Co. director of public relations and advertising, ANA vice chairman, both elected at ANA's recent annual meeting.

Mr. Fabian reported NETTC had adopted resolutions to work for continued progress of theatre tv; to encourage manufacturers to work toward better receivers through research and to obtain color equipment; and to apply to the FCC for channels on an inter- and intra-city basis, or both.

Mr. Wolfson told delegates the public is entitled to "the best service possible in electronics and it's a question whether the opportunity is accepted by theatres or box office tv." He wondered whether there "would continue to be" any place for theatres, "if first-run movies are made available to subscription tv and if FCC changes the present system of broadcasting." He thought it conceivable theatre tv could be deprived of all events.

Marcus Cohn, Cohn & Marks, Washington, and TOA counsel, reviewed the history of the theatre tv fight. He said TOA applied for space because AT&T had not provided quality facilities, the cost was exorbitant and the reliability of inter- and intra-city facilities was suspect. He noted FCC looked on theatre as a "recognized service in the public interest." But he warned: "No one can give you any assurance that the allocation of theatre tv frequencies will be available one or two or more years from now."

Greatest Ally

Tuesday's luncheon gathering heard Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., wipe away the specter of television on the motion picture horizon. He agreed television is a competitor for man's leisure time but felt it is "potentially motion pictures' greatest ally." He said tv will no more put pictures out of business than home cooking has put restaurants out of business. He said:

"I have said this many times before, but now I am glad to be able to tell you what statistics are beginning to prove—that in the most heavily saturated television areas, where television has been in existence long enough for the novelty to have worn off and the sets to be paid for, people are returning to the theatres in increasing numbers.

". . . Commercial television in the U. S. is primarily a merchandising and selling medium. I fear we have neglected this potential while all other industries embraced it. . . ."

Mr. Goldenson said he felt tv is particularly suitable to advertise motion pictures for it provides a method of bringing a sample of the product into the potential user's home." But he thought that motion pictures have "not yet found the right method of using television."

Echoing these sentiments was retiring TOA President Alfred Starr, who said he is more convinced than ever that "there is no conflict between two great media of entertainment" and that "the motion picture lion and the television lamb can lie down together and neither will devour the other." He spoke at the industry's banquet Thursday evening.

Walter Reade, president of Walter Reade Theatres, was elected new TOA president. Other officers include E. D. Martin, president of Martin Theatres, Columbus, Ga., as a vice president, and Si Fabian, president of Stanley-Warner Theatres, New York, as treasurer. Mitchell Wolfson, WTVJ (TV) Miami, Fla., was named a co-chairman of the Finance Committee.

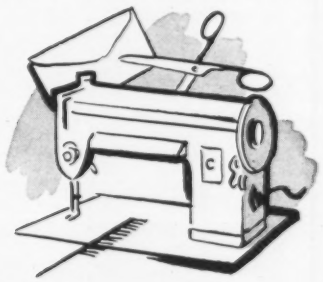
Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE GENERAL MERCHANDISE SALES, FOR INSTANCE!

6.3%	CEDAR RAPIDS	
13.7%	TRI-CITIES	
16.9%	DES MOINES	
5.4%	DUBUQUE	
8.4%	SIOUX CITY	
5.7%	WATERLOO	
44.8%	REMAINDER OF STATE	

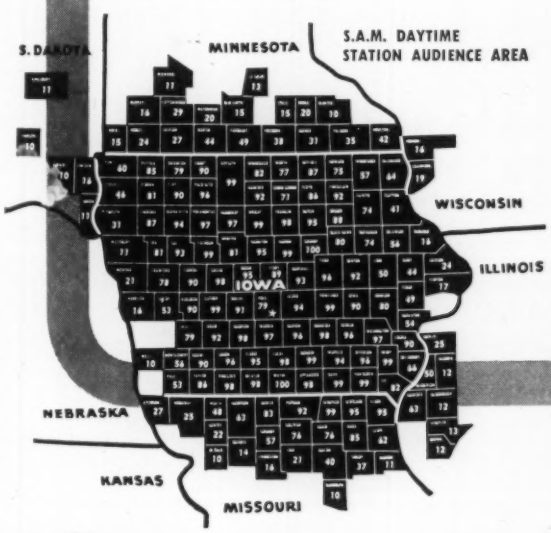


Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4%	Food Stores
61.6%	Eating and Drinking Places
44.8%	General Merchandise Stores
55.6%	Apparel Stores
60.7%	Home Furnishings Stores
65.1%	Automotive Dealers
73.2%	Filling Stations
79.6%	Building Material Groups
60.4%	Drugstores

Source: 1952-'53 Consumer Markets



FREE & PETERS, INC., National Representatives

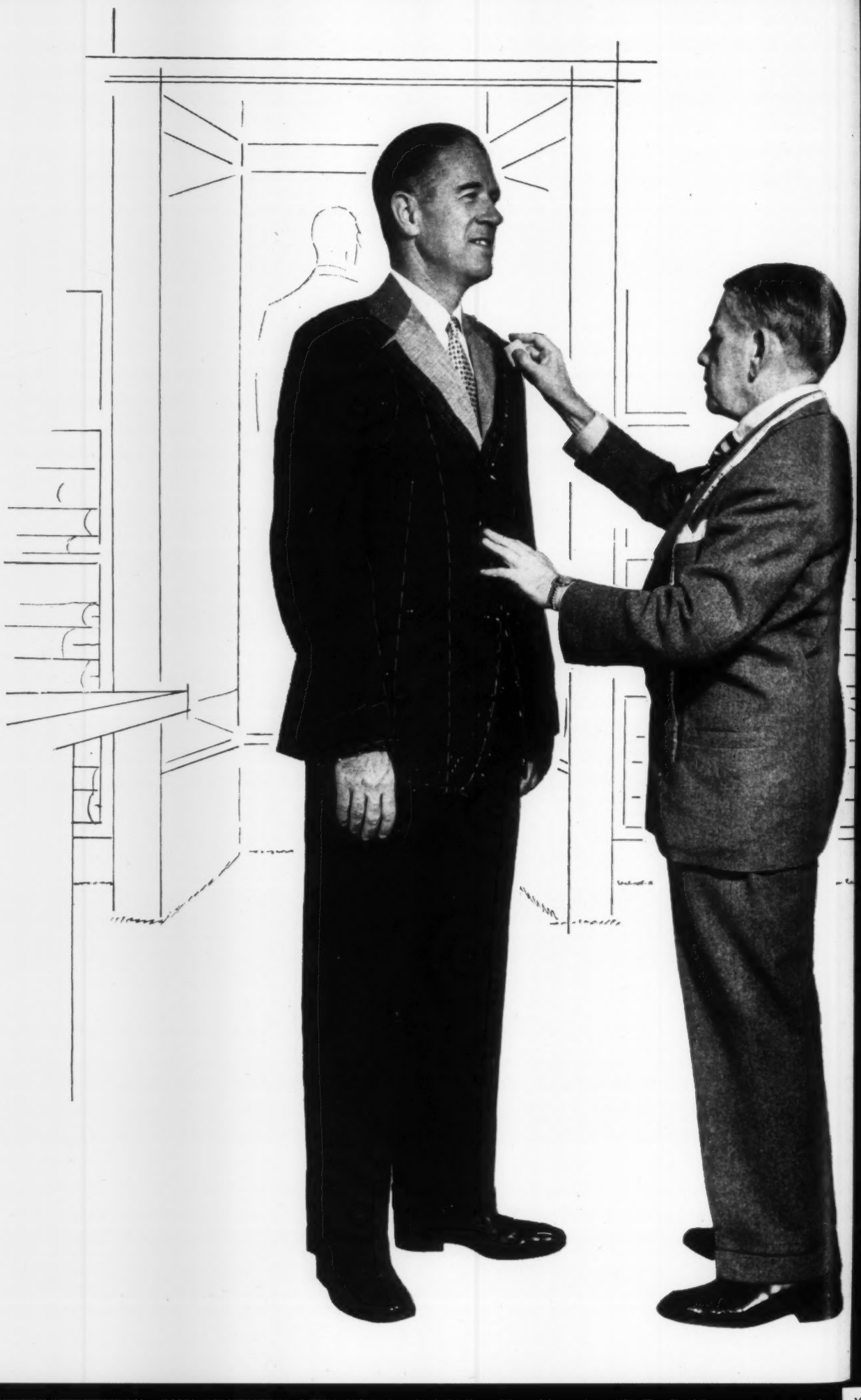
BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



XUM

XUM

Is Your Representation Made-to-Order?

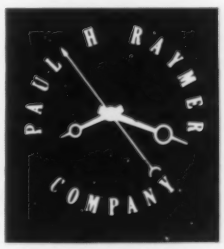
There is no question that mass production plays an important role in our economic way of life. Yet everyone will agree that some things are still produced best by the individual skills of specialized craftsmen. Take a fine suit of clothes, for instance. The hard-to-fit as well as the easy-to-fit gentleman will unquestionably derive better results from custom tailoring.

The same made-to-order service holds true of national sales representation. Maximum sales potential is achieved only if sales activity is specifically tailored to fit the individual station requirements.

Only deep, careful analysis can unearth the special features, the specific advantages, one station has over all others. Only carefully administrated time and effort can develop a sales story patterned particularly for that station alone.

The custom service is one of the most significant aspects of Raymer Personalized Representation. It is rendered impartially to all Raymer stations, so that each receives his proper share of attention and business.

There is no better evidence of the results achieved by this made-to-fit service than the substantial percentage of sales it is producing for Raymer stations. You, too, may have qualities which could be developed and sold with our kind of made-to-order representation.



PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

XUM

17 DISTRICT MEETS TOTAL 1,400 AS NARTB SERIES ENDS IN BOSTON

District 1 (New England) holds final meeting of this year's NARTB series at Boston, where President Harold Fellows tells the Yankee broadcasters that radio has survived the so-called 'television crisis.'

NARTB's annual series of 17 district meetings closed Thursday in Boston with a total attendance of roughly 1,400, exceeding that of the 1953 regional conventions.

President Harold E. Fellows and staff executives who took part in the cross-country schedule concluded the meetings with the belief that radio has nicely survived the so-called "television crisis." All through the nation they found aural broadcasters exuding confidence and reporting in a majority of cases they had settled down to as good or better business than ever, once the opening impact of tv had passed [see "Television Is Radio's Best Friend," B•T, Oct. 5].

The Wednesday-Thursday District 1 meeting was held in Mr. Fellows' old stamping ground, Boston. The six New England states joined other districts in demanding full rights for radio and television in covering public events. They commended the association's headquarters staff and paid special tribute to Mr. Fellows.

District 1 delegates asked the NARTB board to give the problem of amending Sec. 315 of the Communications Act high priority. They pointed to the difficulty experienced by stations in living under the impractical libel provisions covering statements by political candidates. NARTB has long sought a change in this section. Another resolution condemned bait copy and called for integrity in advertising.

Official attendance at the 17 meetings follows, by districts:

Dist.	1953	1952	Dist.	1953	1952
1	128	113	10	98	86
2	114	115	11	75	67
3	104	133	12	65	64
4	88	105	13	82	105
5	86	78	14	66	84
6	102	119	15	72	50
7	82	92	16	59	49
8	69	44	17	86	65
9	65	63	Total	1,441	1,424

Starting with the District 17 meeting at Seattle Sept. 14-15, interest ran well above that of last year. All West Coast districts had record attendance. The Mountain and Southwest areas showed a falling off from last year as did the Eastern Seaboard. District 1 set a new record for the year with 120 delegates at the recent session.

District 2 went farther than most of the districts that had met previously in calling for an industrywide effort to combat discrimination against radio and television and to obtain more protection in political campaigns.

Delegates asked that government agencies and officials be asked to grant equal access to public proceedings for all media, with a nationwide campaign advocated to secure recognition of this principle.

Pointing to ambiguities in liability of radio and television licensees during political campaigns, the district asked the NARTB board to give high priority to efforts to secure equity for candidates, broadcasters and the public.

Discrimination must be stopped in coverage of sports events, District 2 decided, commending WOV New York for its fight to obtain equality in reporting the recent heavyweight boxing match. Other resolutions praised service of E. R. Vadeboncoeur, WSYR Syracuse, District 2 director, and NARTB President Harold E. Fellows as well as his staff; thanked two speakers, Gaines Kelley, WFMY-TV Greensboro, N. C., and Herbert E. Evans, Peoples Broadcasting Corp., Columbus, Ohio.

Members of the Resolutions Committee were Craig Lawrence, WCBS-TV New York, chairman; Simon Goldman, WJTN Jamestown, and G. T. O'Connor, WINR Binghamton.

Mr. Kelley led the District 2 panel discussion on building and operating a tv station. On the panel were Richard P. Doherty, NARTB; Gary L. Cohen, WBUF-TV Buffalo; Thad Brown, NARTB, and Mr. Vadeboncoeur.

MORE NARTB District 2 delegates (l to r): seated, Dave Williams, INS-TV; Al Anscombe, WKBW Buffalo; Robert B. Hanna Jr., WGY Schenectady; standing, George Bingham, WKIP Poughkeepsie; Michael R. Hanna, WHCU Ithaca; Ken Sparnum, BMI; Harold E. Fellows, NARTB, and W. W. Carter Jr., WTRY-AM-TV Troy.

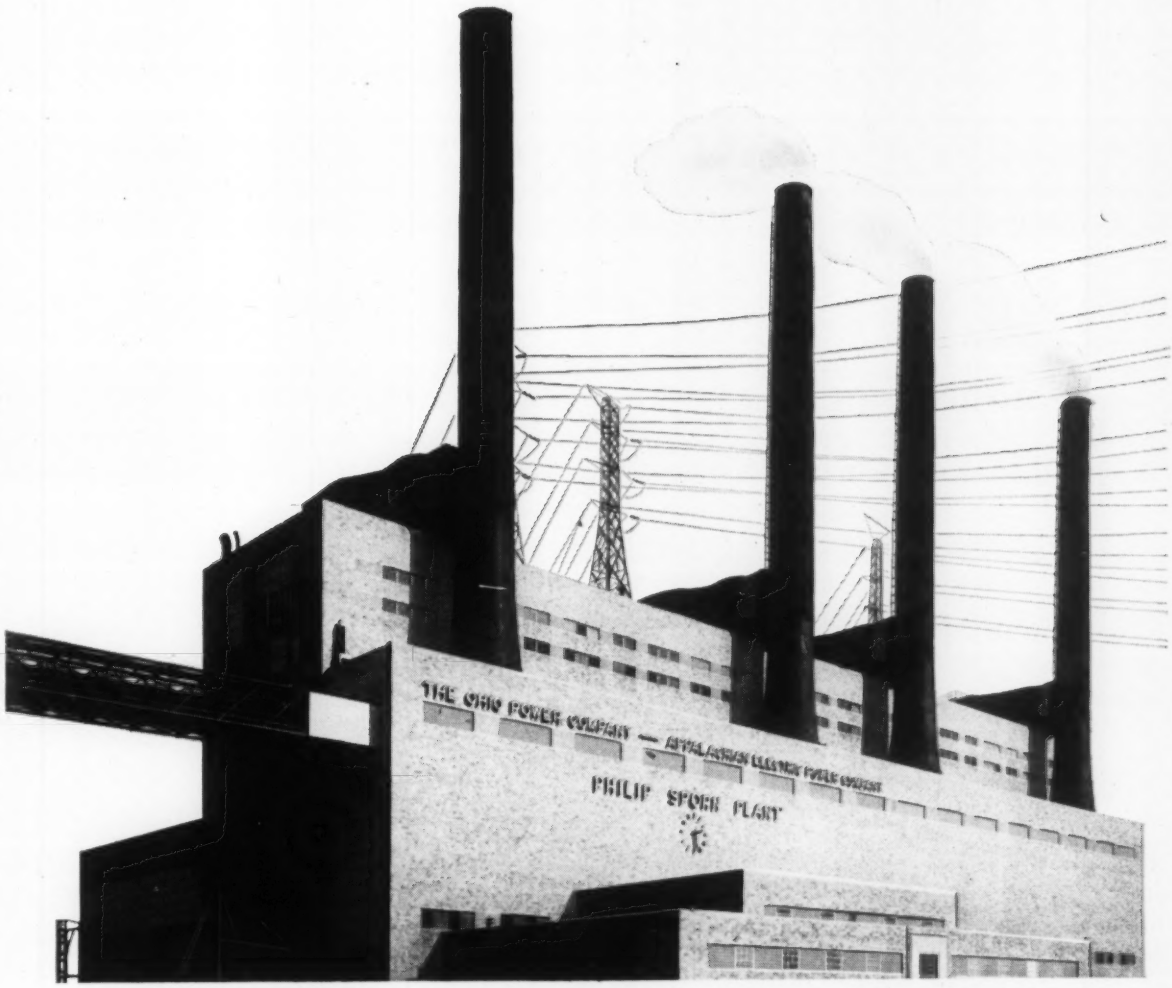
ATTENDING NARTB's District 2 meeting (l to r): seated, Craig Lawrence, WCBS-TV New York; Jan Gilbert, Sherman & Marquette; Jack Harrington, Harrington, Righter & Parsons; standing, Gaines Kelley, WFMY-TV Greensboro, N. C.; H. S. Brown, Rural Radio Network; Jack Kennedy and Arthur W. Kelly, WHAM Rochester, and Si Goldman, WJTN Jamestown.

Streibert to Address Sigma Delta Chi Meet

THEODORE C. STREIBERT, director of the U. S. Information Agency, will be among the key speakers at the 34th annual convention of Sigma Delta Chi in St. Louis' Jefferson Hotel this week. Plans for the four-day meeting, which officially gets underway Nov. 12, were announced last week by general chairman Al Dopking, AP. He said that over 400 members would attend the professional journalistic fraternity's "greatest convention."

Radio and newspaper personalities will address the meeting with a number of panel discussions tabbed for the agenda. Lee Hills, *Detroit Free Press* and SDX President, will open the convention Thursday morning. Irving Dilliard, *St. Louis Post-Dispatch*, will deliver the keynote speech.

Thursday's sessions include public relations, small newspapers and "Freedom of Information—What Does It Mean." Missouri Atty. Gen. John M. Dalton will join Jim Bormann, news director, WCCO Minneapolis; Brewster Campbell, *Detroit Free Press*, and V. M. Newton Jr., Tampa, Fla., *Morning Tribune*, on the information panel. James C. Hagerty, Presidential press secretary will address a dinner meeting Thursday sponsored by the *St. Louis Globe-Democrat*. Bill Stern, sportscaster, will appear at a Friday luncheon. A panel of five syndicated columnists will feature the Friday evening dinner sponsored by the *St. Louis Post-Dispatch*. Business will be completed by Saturday morning.



This $66,000,000 steam-electric generating station, the Philip Sporn Plant at Graham Station, W. Va., is among the world's largest and most modern. Its output capacity of 600,000 kilowatts supplies power for major industries and industrial communities throughout WSAZ-TV's 114-county area.

FULL STEAM AHEAD!

Where industry thrives, so does business.
For industry (among its other multiple products) also creates big payrolls.

Here, within the industrial center of the United States, hundreds of giant plants work at full steam to supply enough goods for consumers all over the world. The resultant pressure of buying power today tops *four billion dollars* in 114 industrial counties served daily by WSAZ-TV! As the *only* television station covering this enormously busy area, WSAZ-TV's influence upon buying decisions of high-income families has proven a potent force.

To put a full head of steam behind *your* sales in America's industrial heart, WSAZ-TV is a uniquely profitable investment.

WSAZ
TELEVISION

Huntington-Charleston, West Virginia
Channel 3 – 84,000 watts ERP – NBC-CBS-Du Mont-ABC

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

MICH. BROADCASTERS HEAR BUYER NEEDS

Timebuyers want full information about a radio station—its coverage, service and facilities—two agency executives tell MAB at its two-day meeting in Grand Rapids.

MEDIA buyers want full information about radio station coverage, service and facilities in setting up advertising campaigns, two timebuyers told the Michigan Assn. of Broadcasters at its Thursday-Friday meeting, held at Grand Rapids.

Thomas B. Adams, account executive of Campbell-Ewald Co., Detroit, and Carl Georgi Jr., vice president and media director of D. P. Brother & Co., Detroit, discussed reasons for selection of stations in campaigns. Both criticized the practice of some stations in quoting different rates for the same facility to different agencies and sponsors.

Mr. Georgi said stations selected in a campaign are usually those that supply the most useful information, have better local acceptance, do a superior public service job and offer attractive merchandising aids. He felt tv is the best medium for the automotive industry because the product is motion and tv shows moving parts as well as action shots. Dealers like tv and buy more time than manufacturers, he said.

Mr. Adams said "real sales presentations by national representatives" are helpful to agencies. Campbell-Ewald has taken careful notice of the rapid increase in the number of auto radios, he said. At the same time he suggested enthusiastic radio salesmen should realize that radio is not the entire approach to all sales problems.

Impact of the press has waned, with radio and television coming in to fill the void, Michigan Gov. G. Mennen Williams said Thursday noon. He recalled that he was elected last year without the support of a single daily newspaper.

Willard Schroeder, WOOD-AM-TV Grand Rapids, served as chairman of a television sales panel. He observed that Michigan has only 70 am stations, with not all of them making money. How then, he asked, can the state support stations on each of the 63 tv channels assigned to it?

W. A. Pomeroy, WILS-TV Lansing, president of MAB, in a panel talk on ways of selling uhf against vhf, suggested uhf stations should not be too optimistic about rates at the start and not to expect an easy time.

Fred Knorr, WKMH Detroit, was chairman of a Thursday am sales panel that included Milton L. Greenebaum, WSAM Saginaw; O. William Myers, WABJ Adrian, and Mr. Adams. Mr. Greenebaum discussed problems in adjusting station rates. Mr. Myers pointed to the danger of hiring salesmen who are too well-known in a community. Such salesmen, he said, are easily put off by business friends whom they solicit.

T. F. Flanagan, managing director of Station Representatives Assn., said spot radio will increase 8% this year. He advocated a uniform rate card, a practice he said had been developed to a high degree in Southern California.

BAB President William B. Ryan described radio, because of changing patterns of listening brought on by "extra" sets, as "your newest medium . . . biggest, too."

Radio today can reach everyone (1) whenever they want to listen, (2) wherever they are and (3) whatever else they are doing, Mr. Ryan pointed out.

$250,000 Brings Opportunity

Elmore B. Lyford, director of station relations for DuMont Television Network, told the meeting that "if a prospective tv station owner has a network affiliation and a minimum of $250,000 to spend, he has the opportunity to get into the most exciting, interesting industry in the world."

But he cautioned that timebuyers are "acutely conscious of cost-per-thousand," and that, accordingly, "a station investor must be prepared to sustain and simultaneously promote his station until circulation builds sufficiently to attract cash customers."

Mr. Lyford estimated that "if you don't have a network affiliation you must count on a minimum of $250 a day for programming—and not much of it will be of a nature to attract maximum audience. This amount, of course, does not include personnel, supplies, etc."

Robert K. Richards, NARTB administrative vice president spoke (see story this page).

Sen. Homer Ferguson (R-Mich.) addressed the closing session Friday.

CERTIFICATES of membership in American Assn. of Advertising Agencies are presented three newly-elected Los Angeles firms at a recent Southern California chapter meeting. Participants in the ceremony are (l to r) Frederic R. Gamble, national AAAA president; Harry W. Witt, Southern California chapter chairman and Los Angeles manager, Calkins & Holden, Carlock, McClinton & Smith Inc.; and new members John R. West, president, West-Marquis Inc.; Willard R. Gregory, owner, Willard R. Gregory & Co., and Paul Jordan, owner, The Jordan Co.

Sholis Tells Cancer Group How to Use Local Radio-Tv

TECHNIQUES for effective use of radio and television locally in educational and fund-raising activities of the American Cancer Society were outlined by Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville, to the publicity forum Wednesday night during the society's annual convention last week in New York.

Mr. Sholis, a director of the Kentucky division of ACS for the past seven years, admonished divisional and local leaders to take a year-around approach in use of radio and tv: to "localize your story" and to dramatize it as much as possible to get greatest listener and viewer attention. He reviewed projects by his own stations, including WHAS' documentary story—later adapted and broadcast by CBS Radio—of a woman with cancer, and WHAS-TV's live telecast of a cancer operation.

G. Maxwell Uhle, vice president and director of research for Kenyon & Eckhardt, which is preparing ACS campaign material, said effective communication, whatever the medium, requires "dynamic integration" of imagination with a knowledge of people and the way they respond. Pinch-hitting for K & E President William B. Lewis, who was called away on business, Mr. Ule stressed to the ACS group the many changes that have occurred in the American society—higher educational levels, more leisure time, greater personal mobility, increased interest in security, etc.—in the past 10 to 20 years.

In other broadcast developments during the convention, held Sunday through Friday, it was announced doctors will receive postgraduate credit for viewing the series of closed circuit color telecasts dealing with cancer detection, diagnosis and treatment and sponsored by ACS and CBS. The credit will be awarded by American Academy of General Practice, which requires 100 hours of informal study every three years. The ACS-CBS series currently is seen over closed circuit by doctors in seven cities and will consist of 30 one-hour programs.

Two telecasts on cancer were witnessed by ACS delegates on specially-installed screens at the Commodore Hotel convention site.

Radio's Second Generation Here, Richards Tells NCAB

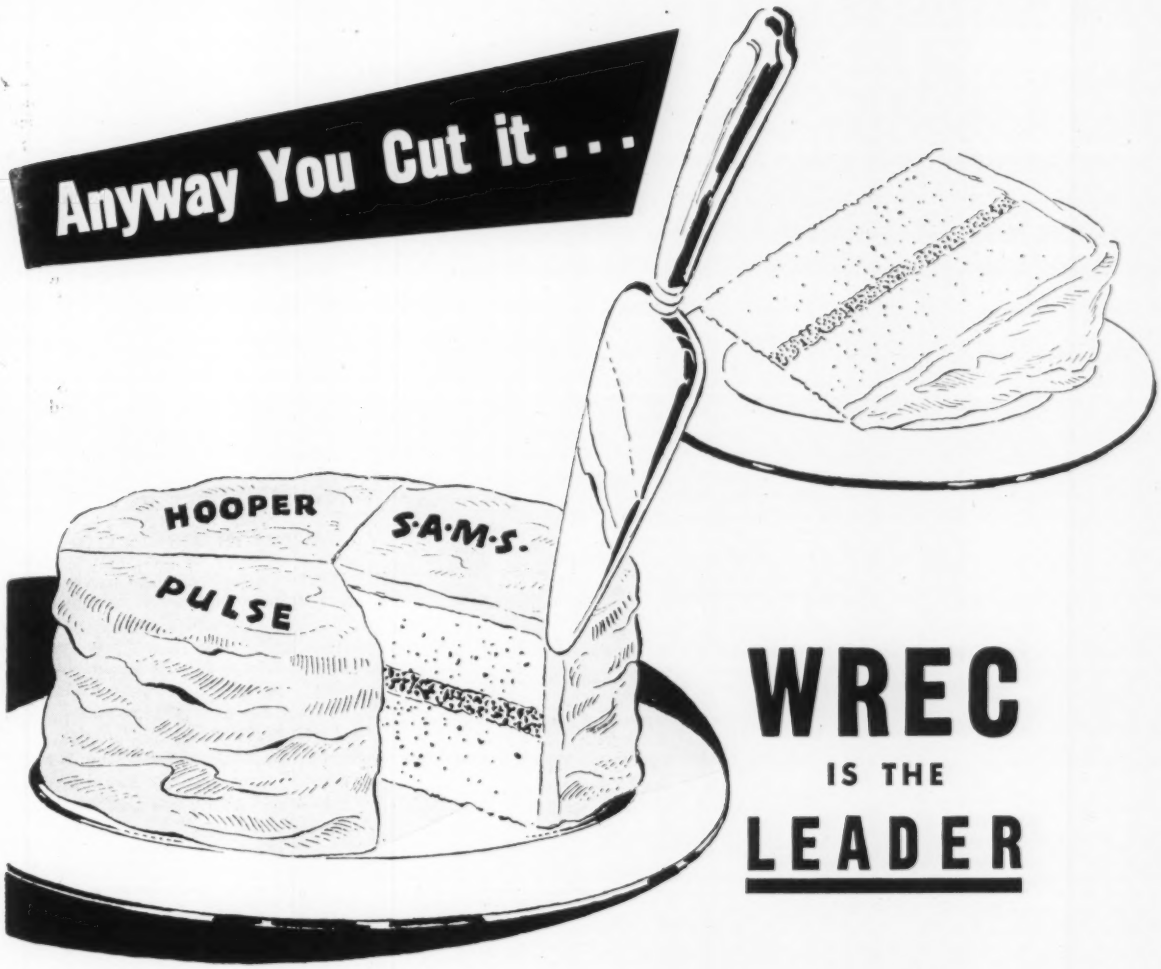
THE broadcast medium, solidly entrenched as the result of the industry's pioneers, is moving into its second generation, Robert K. Richards, NARTB administrative vice president, told the North Carolina Assn. of Broadcasters Thursday at a meeting in Asheville.

The "certainties" of radio make it the medium "that is most wanted and in so very many ways, most needed," he said.

Mr. Richards listed the "virtues and special trademarks of radio" as follows: "Radio is close to the people . . . is imaginative . . . is the constant medium . . . is the companionable medium . . . is trusted . . . is the omnibus medium . . . is personal."

Referring to NARTB's study into management experience of 20 radio stations in five markets, he cited three principles practiced by successful stations: scheduling of public interest programming; the most successful stations are those managed by broadcasting professionals, and the evident factor of team play and team confidence exhibited between station management and personnel.

Anyway You Cut it . . .



WREC IS THE LEADER

Whether it's Hooper, Pulse or Standard Audit & Measurement Survey, in the Memphis Market they ALL give the *biggest* slice to WREC-600. Advertisers on WREC get the "better half" of *both* the rural and metropolitan listeners in this $2 billion market with a single schedule. Consult your Katz man today about choice fall and winter availabilities. You'll be pleasantly surprised at the cost, 10% LESS, per thousand listeners, than in 1946!

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

RADIO'S HUGE FARM POTENTIAL CITED BY FELLOWS BEFORE NARFD

NARTB's president tells the assembled radio farm directors that farmers have amassed savings of more than $20 billion.

ROLE that broadcasters play in catering to the needs of some 32 million people who live on American farms and who have "amassed total savings of over $20 billion" was discussed last week by Harold E. Fellows, NARTB president, in one of the principal speeches at a radio-tv clinic conducted in New York by the National Assn. of Radio Farm Directors.

In a luncheon talk Monday titled "32 Million Can't Be Wronged," Mr. Fellows asserted any broadcaster who is "so shortsighted that he will overlook this vast market and sacrifice it to the expediency of what might be at the moment 'easier programming' is a poor businessman indeed . . . and needs to reflect upon the requirement implicit in the license he holds that he serve the public interest."

He paid tribute to members of NARFD for providing information to farmers of latest scientific advancements and of weather reports and market reports. He declared they are bringing to the farm population "a sense of business acumen that was not known before the introduction of commercial broadcasting in the U. S."

Mr. Fellows said farm programming fitted well in a pattern of specialization in radio broadcasting that has emerged because of competition from television. He said radio can perform a "magnificent" selling job but requires "greater skill and imagination on the part of the advertiser, since it is a medium of highly specialized techniques."

He recommended that broadcasters consider that the farmer of today is "an essential citizen to our society, in some ways the most essential citizen."

Public Service Can Be Commercial

R. B. Hanna Jr., manager of WGY Schenectady, said public service broadcasting can be commercial, maintaining this type of program is defined by its content and not by the presence or absence of commercial sponsorship. He said some groups are under the impression the FCC requires operators of radio and television stations to assign a certain percentage of their broadcast time to sustaining public service programming, and added:

"This false conclusion, of course, is drawn from an incorrect premise. FCC does not require the assignment of time on a sustaining basis. Harold Fellows pointed out in a recent speech that the Communications Act requires that stations 'operate in the public interest, convenience and necessity.' Of course, this means that the public is to be served, but it is a far cry from the assignment of time to various public interests."

Mr. Hanna asserted the "solution to the problem of misconception" by certain educational groups lays in "good taste and in good programming" and said these concepts also can be extended to the commercials. He said a commercial which contributes to the well-being of individuals also is serving the public interest.

In a speech titled "How Are You Going to Reach Them Down on the Farm?" Kevin Sweeney, BAB vice president, emphasized that radio reaches a double target in serving both the farmer as a producer and a consumer and that radio's coverage far outdistances that of other media.

He cited studies made among farm groups showing magazines reached a relatively small number of farmers; weekly and daily newspapers, about 70%; television, about 15%, and radio, 99.4%.

Bill Brown of Gardner Adv., St. Louis, outlined steps taken by the Ralston-Purina Co. to "get the most" from money spent on farm radio. The achievement of this objective, he said, entails a "marriage" of the product and radio. He described a series of meetings between company representatives and radio stations in 1953 at which all phases of the advertising campaign were discussed.

"It paid off in sales results," he continued. "In 1953 and also in 1954, farm radio receives the biggest percentage of Purina's advertising budget. In fact, Purina will spend more on farm radio than for all other media combined."

Presenting the viewpoint of an advertising agency toward farm radio was Rodney Erickson, manager of account planning for the radio and television department of Young & Rubicam. He called on radio farm directors to supply agencies with all types of information that will persuade an advertiser on the effectiveness of farm radio. Mr. Erickson said he felt widespread actual listenership, not coverage, is an important consideration, and in this connection discounted the significance attached to out-of-the-home listening on farms, such as in milk sheds and in tractors.

Mr. Erickson's view was sharply challenged at a question-and-answer period following the meeting. Several radio farm directors presented information indicating out-of-the-home listening by farm audiences is a vital factor.

Other speakers included Mal Hansen, WOW Omaha and president of NARFD; Ed Slusarczyk, WIBX Utica; Bill Givens, KYW Philadelphia; Chuck Calkins, Conklin Mann & Son Adv., New York; and Phil Alampi, WABC New York and past president of NARFD.

The meeting, attended by about 175 persons, was arranged by a committee consisting of Mr. Alampi, Mr. Slusarczyk, George Haefner, WHAM Rochester, and Homer Martz, KDKA Pittsburgh.

IRE Sets Fall Symposium At Philadelphia Nov. 16

THIRD annual fall broadcast symposium sponsored by the Institute of Radio Engineers professional group on broadcast transmission systems will be held Nov. 16 at Franklin Institute in Philadelphia, it was announced by Lewis Winner, chairman of the group.

Six technical papers, dealing with problems of tv broadcasting, will be presented at the day-long session, which will open at 10:15 a.m. Bernard Eichwald, B. Eichwald & Co., will speak on "Tv Station Construction Problems"; G. Edward Hamilton, ABC, "High-Power Amplifiers for Tv"; Owen Fiet, RCA Victor Division, "Uhf Directional Antennas."

Afternoon papers include: "A 1-kw Uhf-Tv Transmitter," by Paul Tissor and W. N. Wylde, Allen B. DuMont Labs; "Compatible Color Tv and Its Relationship to the Broadcaster," by George H. Brown, RCA Labs, and Robert E. Shelby, NBC; "Uhf-Tv Satellite Operation," by John B. Grund, Sylvania Electric Products.

Usefulness vs. Results

MAJOR point made in a BAB booklet being distributed to members is that a newspaper may be more useful to the housewife, but radio has proved to be more productive for the advertiser by helping to sell merchandise. The four-page booklet, titled "Which Is More Useful?" was written in answer to a survey conducted by Northwestern U.'s Medill School of Journalism, which claimed that a majority of Chicago area housewives found newspaper advertising more useful to them. BAB's booklet replies that a more important question is to find how housewives learned about merchandise they purchased, and adds: "Overwhelmingly, the housewives name radio as the way they learned about the merchandise."

NARTB Recounts Radio-Tv's History in 'Radio USA'

THE basic facts of radio and television broadcasting are condensed for public consumption in a new booklet, *Radio USA*, published last week by NARTB. It is a revision and updating of the 1941 *ABCs of Radio* published by the old NAB. Fran Riley, NARTB information manager, prepared the booklet.

NARTB has published 10,000 copies. They are available to stations, schools and organizations. Space is left on the back cover for imprinting of station call letters for local distribution.

AWRT Board Sketches '54 Convention Plans

PROGRAM schedule for the third annual convention of American Women in Radio & Television, to be held April 23-25 at the Hotel Muehlebach, Kansas City, was drafted at an Oct. 31-Nov. 1 meeting of the AWRT board.

The three-day program will include committee sessions as well as caucuses and business meetings. A series of workshops will take up practical broadcast problems of women in radio, including ways to improve sponsor service and attract business.

BAB's 'Radio Gets Results' Contest Announced for 1953

BAB last week announced details of its 1953 "Radio Gets Results" contest designed to highlight effective use of radio by advertisers in 11 classifications.

BAB President William B. Ryan said stations must submit their entries by midnight Dec. 1, 1953. He said that winners of first, second, and third place in each of the 11 classifications will be announced on Jan. 1, 1954. Bronze on mahogany plaques will be presented to the winning stations, with a duplicate plaque going to the advertiser in each case and honorable-mention scrolls to stations and advertisers placing near the top.

The 11 classifications of advertisers in the contest are: apparel, automotive, department stores, drug stores, drug products, financial, food and grocery products, food and grocery stores, home furnishing stores, specialized services and miscellaneous.

THE FIRST STEP toward providing the greatest TV Coverage in Oklahoma will be when KWTV—CHANNEL 9—OKLAHOMA CITY GOES ON THE AIR NEXT MONTH (DECEMBER) as a BASIC CBS AFFILIATE. Interim coverage area—40 mile radius. 10,000 Watts. RCA equipment.

Need we say more to time buyers?

EDGAR T. BELL
Executive Vice-President

FRED L. VANCE
Sales Manager

OKLAHOMA TELEVISION CORPORATION
OKLAHOMA CITY 14, OKLAHOMA

And in Just a Few Months . . .

. . . ON THE AIR WITH FULL POWER AND WORLD'S TALLEST MAN-MADE STRUCTURE TOWER

REPRESENTED BY
AVERY-KNODEL, INC.

- 316,000 WATTS, ERP
- 12 BAY SUPER GAIN ANTENNA
- RCA EQUIPMENT

RCA TAPES VIDEO COLOR; EARLY UTILIZATION SEEN

Brig. Gen. David Sarnoff tells how RCA scientists have come through with one of the three developments he wants most, to mark his 50th anniversary in electronics in 1956. Commercial tape recording of black-and-white and color tv seen in two to three years.

TAPE recording of tv signals—in black-and-white and in color—will be commercially feasible in two to three years.

That is an estimate by those who have been close to this newest giant step in electronics.

Yesterday considered a likely laboratory development, today the tape recording of tv stands on the threshold of production design.

Latest step in this almost fantastic development—certain to revolutionize motion picture production and exhibition as well as tv—was the announcement last week by Brig. Gen. David Sarnoff, RCA-NBC board chairman, that RCA has "taped" successfully both black-and-white and color tv pictures.

First public demonstration will be held Dec. 1 in RCA's Princeton, N. J., laboratories.

No details were vouchsafed by Gen. Sarnoff or other RCA executives.

Imminence of color tv was understood to be the reason for RCA's stepped up activity in the television tape recording field. Key to the impetus, it was understood, was the complicated method of film-recording color tv pictures—requiring three prints, and involved and time-consuming processing for each print.

A subsidiary reason for RCA's push, it was understood, was the same complicated and involved method of making color films.

According to the best information, RCA will show an "adequate" representation of a tv picture—both monochrome and color—at its Dec. 1 public demonstration. Its development has been along orthodox lines, it is understood. It uses a half-inch tape, magnetic means for recording, and a direct electronic signal from a tv camera.

Only other development of tv tape recording which has been announced publicly is that by Bing Crosby Enterprises. A public demonstration of its VTR (Video Tape Recorder) was held in Los Angeles early this year [B•T, Jan. 5].

"In my lifetime I have witnessed many advances in radio, television and electronics," said Gen. Sarnoff in telling of the RCA development, "but few have stirred my imagination more in recent years than color television and video tape recording."

Wide Horizon

Gen. Sarnoff's announcement was made during the RCA color tv demonstration in Hollywood last week (see story at right).

"Electronic motion pictures—in black and white and in color—for television, for the theatre and for the home will stem from this remarkable development," Gen. Sarnoff said. "Today we are only on the threshold. But the electronic door has been opened wide and gives us a fascinating vista of the future.

"Here is an electronic development endowed with a far wider horizon than its immediate purpose in tv broadcasting. It is a method that records and reproduces pictures in motion in black and white and in color with no intermediate steps such as film processing. It does away with all chemical processing. The pictures can be viewed the instant they are taken, which adds new flexibility in the making of motion pictures. There will be no need to wait for the next day or days to see the rushes."

Gen. Sarnoff said the RCA development was an outgrowth of a request he made in 1951 at the anniversary of his 45th year in electronics that RCA scientists give him three presents to mark his 50th anniversary in 1956. The other two requests were for an inexpensive electronic air conditioner without moving parts and a true amplifier of light. He said:

"When I watched a demonstration a week or two ago in our laboratories I was amazed at the results. The process is electronic for the camera, for the making of the tape record, and for playing the tape. And there is the added advantage that the tape may be 'wiped off' and re-used again and again. Moreover, the original tape can be multiplied to many tapes for convenient and widespread distribution to television stations throughout the country and eventually throughout the world.

"I believe that further technical progress, which is certain to continue, will make the magnetic tape-recording process inexpensive and economical. This new development obviously holds great promise for the motion picture industry as well as for the television industry.

"Magnetic tape recording of video signals should make possible simple means by which a tv set owner can make recordings of television pictures in the home. And they can then be 'performed' over and over through the television receiver just as a phonograph record is played at will. It may also be possible to make video tape home movies with no need to send the tape away for processing.

"We consider it vital for the future of the television art to move rapidly toward perfection of video tape recording in order to provide low-cost solution of program recording, immediate playback, and rapid distribution. Further, an unlimited number of copies of such tapes can be made quickly, and copies can also be preserved for historic reference or other uses. In fact, magnetic tape recording has many advantages over photographic film processes and kinescope recording which I am sure are obvious to you in this film capital."

Recording pictures on tape has been a dream of electronic engineers for years. Development has been underway in virtually every large research organization in the country.

Key to the successful recording of video pictures is the ability to compress on half-inch or one-inch tape the myriad information contained in one six-mc video channel. Present audio tapes carry intelligence ranging from near zero to as high as 20,000 cycles. A tv picture has a bandwith of 4.5 million cycles. Coupled to this is the sound portion of the video picture, running 50,000 cycles in bandwidth. Color tv adds infinitely more complex complications.

Most engineers believe successful video tape recording will come with multiple track recording and higher speeds for moving the tape past the recording stylus.

Cost of making a tv or feature "film" will be reduced between one-fifth and one-tenth of today's optical expense, it has been predicted.

RCA SHOWS ITS COLOR TO WEST COAST

Color film makes its first appearance in the Burbank demonstration — and comes off second best to the 'live' production. NBC sketches its plans for color's introductory year.

RCA brought compatible color tv to the West Coast via closed circuit from New York for the first time Nov. 3 with advertisers, executives of advertising agencies, networks, motion picture studios and entertainment personalities and newsmen rubbing shoulders in NBC-TV's Burbank studios to watch the coast-to-coast demonstration on matched pairs of color and black-and-white tv receivers.

The demonstration, carried over the Bell System's 4,000-mile radio relay circuit, also featured the first use of color film. The last segment of the half-hour program was devoted to the telecast of a 16mm Technicolor film.

Some observers felt that the reproduction of the color film was somewhat soft, subdued and lacking in definition, though not to an objectionable degree. However, scenes shot in the English countryside and in a textile mill tended toward delicate rather than vivid colors.

Brig. Gen. David Sarnoff, chairman of the RCA and NBC boards, explained that the original 35mm color film had been reduced to 16mm with no special care, but that room existed for improvement of film processing.

"After all," Gen. Sarnoff said, "we at RCA are constantly obsoleting today what we developed yesterday in this swiftly moving business."

Reception in Burbank was generally very clear and sharp in renditions of both color and compatible black and white, especially of the brilliantly-costumed performers in the live part of the program.

Viewers remarked on the life-like quality of the RCA color, particularly brighter colors. Only once during the demonstration did color lapse, when skin tones of an announcer turned deep red for several seconds.

Commercials in color made a striking impression, with bright products and containers sharply contrasted against lively backgrounds used to carry primary advertising messages.

No Engineers

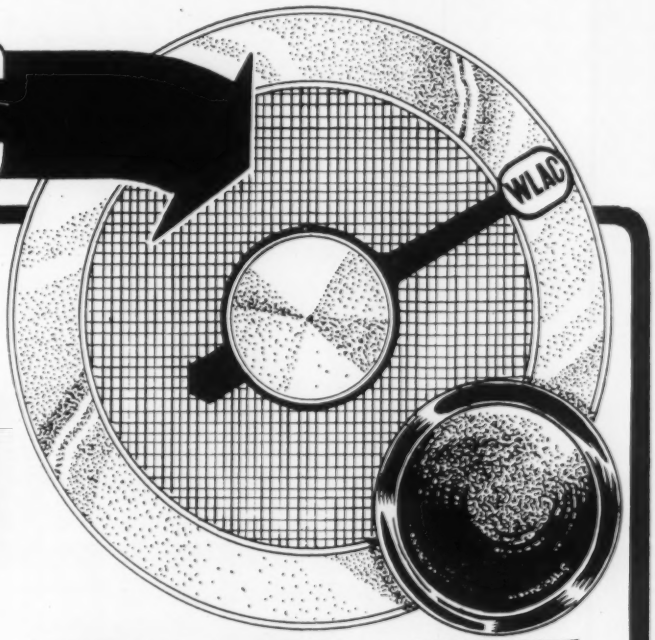
The eight pairs of tv sets showed the live telecast, direct from New York's Colonial Theatre and featured Nanette Fabray, Ben Grauer, George Burton's Love Birds, the Hit Parade dancers and the color film, without engineers or technicians in evidence.

Sylvester L. (Pat) Weaver, vice chairman of the NBC board, announced the network's plans for an introductory year of color television. Pending FCC approval, NBC is planning to convert its Burbank and Brooklyn studios to color. Presently, in addition to the Colonial Theatre, the network has another color studio in New York, a color film studio and a remote color unit for outside pickups. Additionally, 20 color cameras, 20 camera chains, remote gear and associated equipment is on order with RCA Victor, he said.

Also pending FCC approval, "we are planning, for the remainder of this year, to colorcast *Mr. Peepers, Bob Hope, Donald O'Connor, Dave Garroway, Your Show of Shows, Kraft Theatre, This is Your Life* and *Amahl and the Night Visitors*, (the last sometime around Christmas). We will telecast the Tournament

Wherever people go in the South, there's

WLAC



with it's great roster of Stars who receive from these people nearly a million letters a year.

GENE NOBLES
All Night D J

ANDY WILSON
Early Morning D J

BILL ALLEN
Today's Top Five

MAC O'DELL
Old Country Boy

AUDREY HOLMES
Lady of the House

MARY MANNING
Woman's World

JOHN RICHBOURG
Your Esso Reporter

and wherever people go, there's . . . . .

ARTHUR GODFREY

JACK BENNY

AMOS 'N' ANDY

CBS RADIO

the network with America's greatest shows, featuring the world's most popular Stars:

It's a combination that adds up to the Greatest Sales Power in the South!

BING CROSBY

GENE AUTRY

LOWELL THOMAS

ED. R. MURROW

50,000 WATTS WLAC REPRESENTED BY THE KATZ AGENCY

THE BROADCASTING SERVICE OF LIFE & CASUALTY INSURANCE COMPANY OF TENNESSEE

LOCAL RADIO IS H

MORE THAN

1000

STATIONS

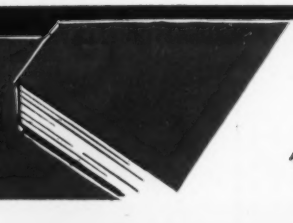
NOW SUBSCRIBE TO

WORLD

Never before, have so many stations turned to one source for the answer to hundreds of local sales problems!

M-M-M-M-M MORE AND MORE FOR '54!

The pot's boiling now with World's biggest, brightest sales-booming ideas.



HIGHLY COMPACT MARKET

IN BALT-

XUM

...THIER THAN EVER!

Stronger . . . sturdier . . . this vital advertising medium is now enjoying the most aggressive selling year in its history.

Yes, radio at the local level, where it hits the hardest and produces the best is booming . . . setting new business records in market after market!

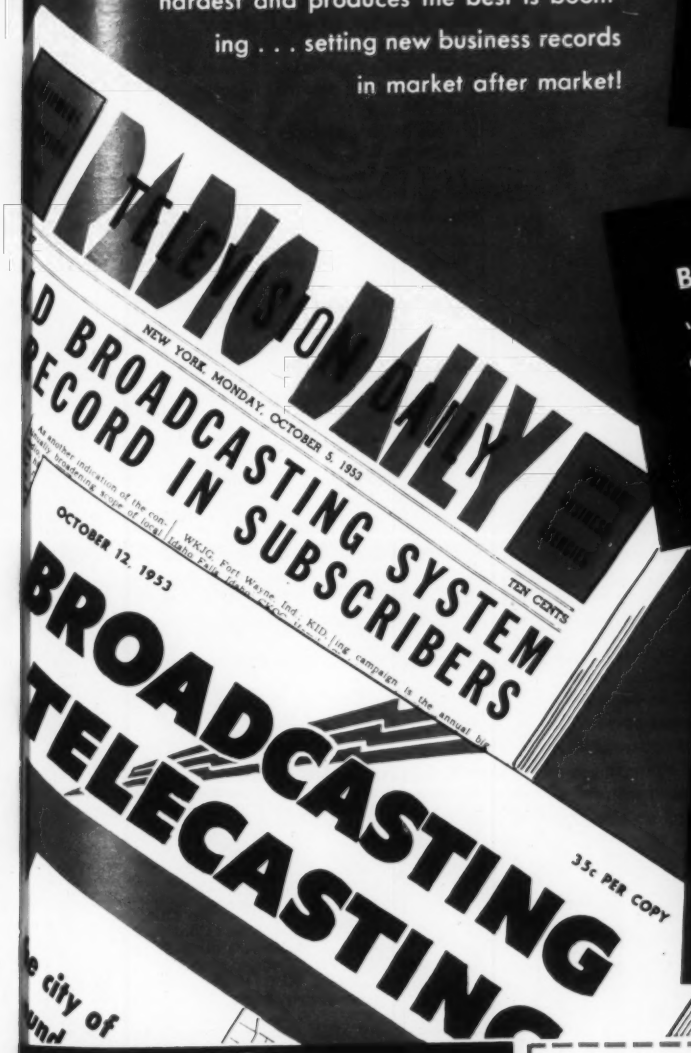
RADIO DAILY REPORTS:

WORLD BROADCASTING SYSTEM HITS RECORD IN SUBSCRIBERS

"As another indication of the continually broadening scope of local radio, World Broadcasting System has hit a history-making record in the radio transcription industry with over a thousand station subscribers to its services."

BROADCASTING REPORTS:

"World's emphasis on more merchandising designed for local spot business and local sales for radio has been confirmed by this tremendous upsurge of subscriptions."



WORLD-AFFILIATES REPORT:

- ***Record-breaking sales*** with "YOU WIN"—½ hour telephone quiz series . . . stars, excitement, prizes. "FOOTBALL TIME"—¼ hour shows with scores, predictions, songs, thrills.
- ***Sales-making jingles series*** gives advertisers the effectiveness of commercials on network shows.
- ***Booming sales*** with World's annual package of Christmas programming including ½-hour, open-end drama starring Charles Coburn.

WORLD
SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
An Affiliate of The Frederic W. Ziv Company
CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

Clip and Mail **NOW!**

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue
New York 22, N. Y.

Please rush all the facts on your money-making program and sales service. *No obligation.*

STATION MANAGER _____

RADIO STATION _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

XUM

AN EDITORIAL from The New York Times

September 28, 1953

MEAT AND THE MIDDLEMAN

Few things concern so many Americans every day—and hence are so politically explosive—as the price of meat. Not so long ago the emphasis of this concern lay with the housewife, appalled by the skyrocketing cost of bacon, lamb chops and steaks. Today the emphasis is more at the other extreme, with cattle growers aroused by the more than one-third decline during the past year in the price of choice beef at the farm. It is obviously in response to the pressure from the livestock raisers that Secretary of Agriculture Benson has ordered an investigation to determine whether middlemen's profits are excessive. This newspaper's farm specialist, William M. Blair, reported yesterday that Republican Congressional leaders are hoping that the new investigation will soothe farmers and consumers, though skeptical that any really important results will emerge.

The middlemen—the meat packers in this case—are, of course, the traditionally appointed scapegoats in every period of farm unrest or consumer dissatisfaction. Politicians seeking to divert the wrath of large voting blocs find it convenient to spread the stereotype of the middleman as an unconscionable ogre reaping vast profits at the expense of producers and consumers alike. Farmers, highly conscious of the hard work and great risks they have to take struggling with nature, are sometimes particularly susceptible to the notion that the "heartless corporations" who buy their crops or livestock are oppressing them by artificially lowering prices.

This devil theory of economics completely ignores the reality that between the time a Texas steer is sent to market and the time some of that animal reaches the consumer a great deal of effort has been expended and much risk has been taken. Few industries work with a more perishable product than the meat packers; few have to provide the community with a more varied group of end products from the initial raw material; few have to contend with more complex patterns of changing consumer taste and seasonal fluctuations of supply. And the reward at the end, as measured by the ratio of profits to sales, is often less than one cent out of every dollar taken in.

If an investigation of the meat packers is fairly conducted, it may well have a useful educational effect. The danger is that political pressures will aim at converting such an investigation into a hunt for scapegoats. Fortunately, Secretary Benson's personal record is such as to inspire confidence that he is interested more in facts than in politically useful fictions.

We reprint this editorial because we feel it is in the public interest for the people to have a clear understanding of factors that influence the price of meat. We feel that The New York Times has reported on many of these factors, in the editorial above, in a manner that merits the consideration of every thinking person.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

of Roses parade in color," he stated.

"Under our introductory year plan," he said, "each show will have a color premiere and each show's creative group will work with our color corps to get direct experience in using color."

Stating NBC has no rules or prejudgments on what color can or cannot do, Mr. Weaver continued, "Our introductory year, following expected FCC approval, includes advertising, and what you saw today is part of our regular agency and client color indoctrination activity. We have thus far covered some 25 agencies and over 60 products."

Affirming other reports, he said color sets will come off production lines six months after FCC approval of new color standards, with small production and high cost at first. No purchaser need fear buying a black-and-white set with the highly compatible color system, but when color is wanted, a color set is required, he warned.

Noting big changes in marketing with color tv, Mr. Weaver opined advertising patterns would change as radically as at the introduction of television five years ago. Present program patterns will change, under a probable shared-sponsorship system, with small and large national advertisers using both color and black-and-white commercials.

"The new medium will be so effective it will gather a far larger share of the advertising budget of the country, now some $7 billion annually," he said.

In a question-and-answer period following his address, Gen. Sarnoff stated RCA would make a "reasonable" number of color picture tubes and parts available to both RCA licensees and competitive set manufacturers.

On the FCC's stated intention to reach a decision on RCA's color tv system "before Christmas," he expressed a hope that the decision be expedited to "before before Christmas."

Asked about comparable production costs between color and black-and-white tv, Mr. Weaver admitted color would come higher. However, he pointed out NBC is absorbing much of that tariff in its introductory year. With increased technical experience, costs should come down, he said, but refused to hazard a guess on how much.

The demonstration, held in two installments during the morning, was viewed by over 1,000 persons. Cost to NBC was estimated at more than $100,000.

Accompanying Gen. Sarnoff and Mr. Weaver to Hollywood for the demonstration were Frank Folsom, president, RCA; Robert W. Sarnoff, vice president in charge, NBC film division; Emanuel Sacks, staff vice president; Dr. Charles B. Jolliffe, vice president and technical director, RCA, and O. B. Hanson, vice president and chief engineer, NBC. John West, NBC Western Division vice president, Hollywood, introduced Gen. Sarnoff and Mr. Weaver.

Appliance Dealers Ask Delay in Color Decision

The NARDA wants FCC to hold up its approval of the NTSC system until just before Christmas—so that the public won't cut out black and white tv from its Yule buying plans.

THE ANGUISHED cry of the tv dealer was heard at the FCC last week.

Request that the Commission delay its color decision until shortly before Christmas—so dealers can sell black and white receivers during this normally lush selling season—was made by the National Appliance & Radio-Tv

V.I.P's book passage on "Big Mo"

Yes, a host of important, forward-looking national and regional advertisers like those shown on the dock above are ticketed FIRM for passage aboard "Big Mo." Many other well-known merchandisers are negotiating for choice spots on KSTM-TV, St Louis' new ABC-TV outlet. You'll be missing a choice bet for reaching a large segment of this rich, Mississippi valley market, if you don't reserve space aboard "Big Mo" . . . today. Yes, to put your product in good company . . . phone, wire or write

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

Dealers Assn. in a letter to FCC Chairman Rosel H. Hyde.

Although there was some expectation that the FCC would begin preliminary discussions on the compatible color tv subject, none were held last week. A meeting this week to fix a chronology for consideration of color tv is expected, it is understood. All indications still point to a final color decision by Christmas.

NARDA's request for postponement of a color decision until shortly before Christmas was predicated on the harm that would befall black and white set sales during the height of the selling season.

Signed by Mort Farr, Upper Darby, Pa., radio-tv dealer, as chairman of NARDA's Government Relations Committee, the letter refers to the National Television System Committee's standards as "the right one." Manufacturers have already started pilot runs of color receivers, Mr. Farr said. He predicted that manufacturers would produce no more than 105,000 color sets in 1954.

What concerns him most, Mr. Farr said, was that "the day your decision is made and published . . .we can expect a marked decline in demand for black and white sets in many, if not most, of our principal markets. . . ."

Traditionally, radio-tv dealers sell 36% of the year's volume in the fourth quarter, Mr. Farr pointed out.

Release of the color decision "as close to Christmas 1953 as circumstances permit" was urged by Mr. Farr. The start of color would in no way be delayed by such a move, he said.

As of the end of the first nine months of 1953, there were close to 2.4 million tv receivers in the industry's "pipelines" it has been estimated. This takes into account those receivers in manufacturers, distributors and retailers inventory. This compares to the approximately 1.5 million inventory for the same period in 1952.

October Sees 6.1 Million

A more realistic appraisal of business conditions, however, is believed to be the figures on production. For the first nine months of 1953, 5,524,370 tv sets were produced. This compares to 3,670,590 for the same 1952 period. By the third week in October, it is understood, production had passed the 6.1 million mark—the total for all of 1952.

Meanwhile, the first account of a layman's experience with a color tv receiver was related by radio-tv critic Jack Gould in the Nov. 1 *New York Times*.

Describing his reception of NBC's Oct. 31 colorcast of *Carmen*, Mr. Gould first paid high tribute to "a breathtaking experience" in having color in his own home.

Using an Emerson color set with a 12-in. picture at Old Greenwich, Conn., 25 miles from the Empire State Bldg., Mr. Gould said tuning was "surprisingly easy." Familiar controls (station selection, fine tuning, brightness and contrast) are adjusted in the conventional manner, he said. New chrome control is used last and can be adjusted to run the color gamut from faint tints to brilliant hues, he explained. He also said the convergence control (to determine the correct positioning of primary red, green and blue colors) may require adjustments.

Although adjustments on a color set are more critical than those on a black and white receiver, Mr. Gould thought that the constrasting hues will act much like a "tuning eye" and make it simpler for the viewer to determine whether his adjustments are correct.

Room lighting must be turned down to watch color, Mr. Gould said. But, he added, with color there is no sense of glare as there is in watching monochrome tv in a darkened room.

BRUNT OF FCC LICENSE FEES MAY FALL ON BROADCASTERS

Budget Bureau directive that Federal agencies must draw up a schedule of license fees brings rapid speculation as to how the Commission will act. It's the educated guess that 'the greater the revenue, the greater the fee.'

FOR the first time in the history of radio regulation, broadcast stations and others holding authorizations from FCC will be required to pay fees for their "public convenience and necessity" privileges.

FCC and other Federal licensing agencies were directed by the Bureau of the Budget Thursday to draw up proposed schedules of fees and make them public by Feb. 1, 1954, thereafter to afford opportunity to affected parties to make comment.

After the announcement by Joseph N. Dodge, Budget Bureau director, these speculations were in evidence:

• Because broadcast licensees enjoy proportionately greater revenue from their FCC authorizations than do non-broadcast licensees, radio and tv station owners probably will pay the greater share of license fees to the Commission when it puts into effect the new government policy.

• Not only could a station owner be required to pay a fee when he files his station application, according to the new government directive, but he may also be required to pay for his construction permit, again for his license and yet again annually—based upon his gross revenue or class of station.

Radio and tv station authorizations total less than 5,000 while FCC has more than a million licenses of all types outstanding, but the vast majority represent amateur and commercial operator licenses and authorizations for innumerable, small nonbroadcast units such as mobile and fixed stations in some 60 radio services.

Before the proposed fees and policies are made effective, the Budget Bureau announcement stated, "each agency is to provide a suitable opportunity for affected parties to present comments and suggestions as to the level and form of the proposed charges."

Pay-As-You-Go Basis

The fee schedules would be reviewed by each agency "at least once every two years," the Budget Bureau said.

The Budget Bureau directive was issued pursuant to executive order of the President. It stems from the wish of Congress to put such activity on a pay-as-you-go basis. The 1952 appropriations law, passed in 1951, authorized agencies to charge such fees and some did make use of it.

The Budget Bureau directive specifically cited FCC as the type of licensing agency which will be concerned with the new order. The notice also picked out "radio operators licenses and radio station licenses" as the kind of privileges for which fees may be levied.

FCC Chairman Rosel H. Hyde commented that the Commission would begin immediately to consider the Budget Bureau circular which outlines the Administration's new policy. He said the directive is to be taken up at staff level today (Monday) by the FCC bureau heads at their regular weekly meeting.

A formal rule-making proceeding will be called, Chairman Hyde said, once the Commission and its staff have had opportunity to draft the necessary rules changes and highlight the administrative and industry problems inherent in the license fee procedure.

The biggest problem at the moment, Chairman Hyde conceded, is for the Commission to determine a proposed policy which would effect a uniform and equitable distribution of fees among the FCC's million licensees.

Other FCC officials could offer no guess as to how much will be charged for what and when, aside from just who will be charged.

"The number of patterns in which this fee schedule could be worked out is about as infinite as the moves on a chess board," one spokesman noted.

Another observed the complex problems involved include such details as determining how much to charge a television applicant in comparison to a request for a taxicab transmitter license or an amateur operator "ticket."

"They sure aren't the same in value," he stated, "but just how are you going to set up a scale that is fair?"

A further typical problem concerns charges for applications which must go through hearing, since processing and administrative costs are much higher.

"The fellow who has to go into hearing certainly won't like to pay a higher fee," a Commission representative said. "He will point out it wasn't his idea that a competitive bid would be filed to require the hearing."

"What fee will we charge on applications to transfer or assign a station license to another interest?" it was asked. "Could the fee be a percentage of the sale price?"

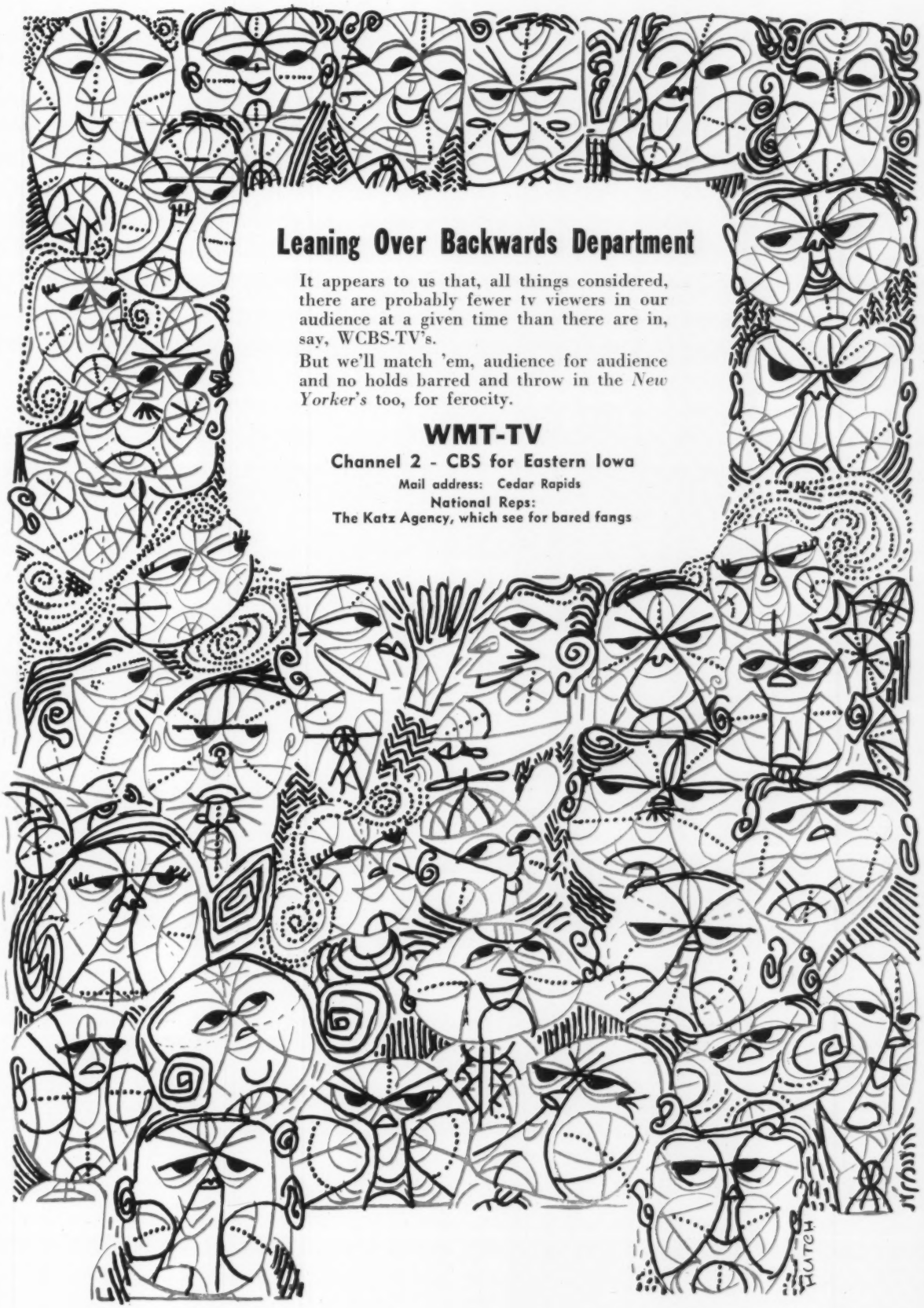
There are housekeeping headaches involved for FCC in the plan. Officials are asking just how the fees would be collected and records kept. How receipt of such fees would affect the annual budget procedure before Congress is another detail. FCC will have to report changes in its income to the Budget Bureau when the fee system gets underway.

In the Budget Bureau's circular, Mr. Dodge stated that Federal agencies engaged in licensing activities "are to provide a system of fair and equitable fees which, taking account of the value to the recipient and the public policy or interest served, shall recover, to the full extent possible, the aggregate cost incurred in the conduct of these activities."

The circular is part of the "continuing effort of the government to reduce the cost to the general taxpayer of those services which provide a special benefit to limited groups of individuals, businesses, or organizations," the Bureau explained.

"While government licenses are generally for the welfare and protection of all the people, they usually give some special benefit as well to limited groups," the announcement said. "By establishing uniform principles to be used by all agencies in determining and revising charges for government licenses, the circular aims at correcting the present hodgepodge system under which some fees have not been revised for over 20 years despite substantial increases in costs."

The Budget Bureau estimated that the government presently is spending some $50 million annually on licensing activities, of which about


Leaning Over Backwards Department
It appears to us that, all things considered, there are probably fewer tv viewers in our audience at a given time than there are in, say, WCBS-TV's.
But we'll match 'em, audience for audience and no holds barred and throw in the New Yorker's too, for ferocity.
WMT-TV
Channel 2 - CBS for Eastern Iowa
Mail address: Cedar Rapids
National Reps:
The Katz Agency, which see for bared fangs

She's making up her shopping list

in the daytime

She's one of 26 million television housewives who—before the stores close today—will spend $204,000,000.

And every day she also spends 26 million hours with television in the *daytime*—an ideal time to get her attention and get on her shopping list.

You can do this best through the 10 stations represented by CBS Television Spot Sales. During the past two years, these stations have—

...*doubled* in daytime audiences—with 13,500,000 different viewers

...*doubled* in daytime economy—with costs-per-M as low as 34 cents

...*tripled* in sponsor participation—with 2,000 messages weekly.

So if you'd like to get to housewives while they are deciding what to buy, the best time and place is daytime *and*...

CBS Television Spot Sales

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WMBR-TV, Jacksonville; WABT, Birmingham; WBBM-TV, Chicago; KGUL-TV, Galveston-Houston; KSL-TV, Salt Lake City; KNXT, Los Angeles and CTPN, CBS Television Pacific Network.

Sources on request

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$20 million is recovered by current fees. "Hence, the general taxpayer is now providing about $30 million a year to defray the uncompensated cost of government licenses," it was asserted.

Since present practices of the agencies vary, provisions of the directive will affect different licenses in different ways, the Budget Bureau explained. The agencies also will have to make "their own evaluations of some of the factors to be considered in establishing these schedules, and in some cases new legislation may be required."

Budget Bureau said it could not "tell at this time precisely how much of the $30 million in costs . . . will be recovered . . ., but it is expected to be substantial."

The Bureau of the Budget circular covers "the processing of applications for and the issuance, renewal, modification, transfer, or termination of any license, permit, certificate, charter, registration, exemption, or similar form of authorization granted or otherwise provided by Federal agencies."

The types of activities covered include, "but are not limited to," the following:

Certificates of public convenience and necessity issued by the Civil Aeronautics Board, the Interstate Commerce Commission, the FCC and the Federal Power Commission.
Patents granted and trademarks registered by the Patent Office of the Dept. of Commerce.
Radio operators licenses and radio station licenses issued by the FCC.
Registrations, conditional exemptions from registration and qualifications filed with the Securities and Exchange Commission.
Visas, passports and similar permits issued by the Dept. of State.
Airman certificates issued by the CAA.
Vessel inspection certificates issued by the Coast Guard.
Certificates issued under the Pure Food and Drug Act.
Licenses to classify, grade, or weigh agricultural products, issued by the Dept. of Agriculture.

The circular stated it does not cover either permits for the use of government property (such as grazing permits or timber cutting permits) "or any activities of the legislative branch, the Judiciary, the municipal government of the District of Columbia or the Canal Zone government."

Base for Fees

The circular set forth in some detail the criteria to be used "to provide a system of fair and equitable fees." This guide was given:

a. To the extent possible, each agency shall classify its various types of licensing proceedings into groups involving substantially comparative cost factors so as to obtain the basis for a general schedule of fees.

b. Where there is relatively little variation in the cost of individual proceedings of a given type, the fees shall be set at a uniform level so as to recover all or substantially all of the cost of such type of proceedings.

c. Where there is considerable variation in the cost of individual proceedings of a given type, the following principles shall apply: (1) If it is possible to classify applications in advance on the basis of probable cost of the resulting proceeding, especially by using suitable units of measurement, the agency shall establish a graduated fee scale based upon such classification. (2) If it is not possible to classify the applications in advance, the agency shall establish a uniform fee designed to recover as much as possible of the cost to the agency for proceedings of such type, while minimizing the burden to applicants in low-cost proceedings.

d. In those cases in which fees, if established in accordance with subparagraphs a, b and c above, would not fully meet the policy set forth at the opening of this paragraph, or in which it appears to the agency that fees, if so established, would be less likely to be fair and equitable, the agency shall supplement these specific fees with a system of more general fees to be paid annually by all parties holding such licenses. These general fees might, for example, take the form of annual registration fees graduated in relation to volume of business, revenue, or other appropriate characteristic of the individual entities subject to such regulation. In cases where annual fees are appropriate, the agency should seek such statutory authorization as may be necessary to impose such fees.

Among the costs of licensing to be considered, the Budget Bureau stated, are "direct labor costs of personnel assigned to carrying out the licensing activities full-time or part-time. These include the costs of personnel assigned to processing applications, conducting hearings, publishing decisions, conducting staff analyses and making inspections or examinations directly related to the issuance, modification, renewal, transfer or termination of a license."

Not to be included as costs, however, are "enforcement activities, rate regulation, denial proceedings instituted by the agency when involving charges of misconduct, or revocation proceedings."

The Budget Bureau explained there may be cases in which the agency does not wish to recover fully or substantially the cost of licensing, a discretion left to the head of the agency. The circular cited these conditions:

a. State or local governments or their agents when payment of the full fee would not be in the interest of the program or would conflict with state law.
b. Foreign countries or international organizations or their agents when the furnishing of the service without charge is an appropriate courtesy.
c. Nationals of a foreign country with which comparable fees are set on a reciprocal basis.
d. Charitable non-profit organizations.
e. When full-cost recovery would manifestly impair the public interest.
f. When the cost of collecting the fees would outweigh the cost of the activity.

The circular also provided that the head of each agency shall report to the Bureau of the Budget by May 1, 1954, "on the steps he has taken to comply with the circular. The report shall list the licensing activities of the agency and indicate the steps taken to reexamine costs and fees, the specific schedules of fees prescribed under this circular (or where none has been prescribed, the reasons therefor), the effective dates of such schedules, the anticipated change in income from such fees for the fiscal years 1954 and 1955 (showing the annual income and change therein distributed according to the accounts credited)," and appropriate or necessary legislative measures taken.

Hill Coverage Activity Expected by Radio, Tv

TELEVISION will be permitted to cover a Senate Judiciary subcommittee hearing on juvenile delinquency.

Sen. Robert C. Hendrickson (R-N. J.), subcommittee chairman, said he expected the hearings to be televised nationally. He said Sen. Thomas C. Hennings (D-Mo.), a subcommittee member, agreed with him that tv be permitted. "The problem is one on which the public should be informed and television will help us," Sen. Hendrickson said.

The public hearing will open in Washington, D. C., Nov. 18. Sen. Hendrickson said no arrangements have been made yet for tv but he assumed the pickup would be carried by national network. FBI Director J. Edgar Hoover and other Federal officials are expected to testify but Sen. Hendrickson said no juveniles would be called. "I'd not expose any of our young people to public hearings," he said.

Meanwhile, radio and television coverage of a Senate hearing on Korean war atrocities is being planned for early December. Details have not been worked out. Sen. Charles E. Potter (R-Mich)., acting chairman of a Senate Permanent Investigations subcommittee group is looking into charges of atrocities committed against U. S. war prisoners.

WSM ASKS BOOSTER OR SATELLITE RULE

Need for bringing tv to small communities cited by station in request for FCC rule-making.

REQUEST for the commercial establishment of booster or satellite television stations was made to the FCC last week by WSM Inc. (WSM-TV Nashville).

Petition for rule-making came two months after a similar request by Sylvania Electric Products Inc. for the establishment of satellite tv operations [B•T, Sept. 21].

In both the booster and satellite operation, a big-city station's signals are picked up and rebroadcast with low power to a fringe area, or to a community not receiving adequate tv signals. A booster retransmits on the same frequency as the "mother" station; a satellite, on a different channel.

WSM asked the FCC to authorize booster or satellite stations only when licensed to the same owners as the main station. It also recommended that the boosters or satellites use vertical polarization to obviate interference to regular tv stations (tv stations now radiate on the horizontal plane); that they be authorized to operate unattended; that radiated power be limited to 10 w for low band vhf channels, 31.6 w for high vhf band, and 100 w for uhf --all with antennas of 300 ft. height.

Other recommendations involving interference, aural identification, frequency checks, minimum hours of operation, etc. also were explained in the WSM brief.

WSM-TV Tests

WSM-TV has been conducting tests on booster operation at Lawrenceburg, Tenn., 70 miles from Nashville [B•T, Jan. 19]. Until recently it was understood the Nashville station felt the booster operation would be preferred to a satellite operation. In its petition last week, the station said there probably were areas where boosters might be preferred and other areas where satellite operation might be more acceptable.

Cost of a booster or satellite was estimated at about $10,000, WSM said. This is close to the Sylvania estimate of a satellite.

The Nashville station said there were 898 of the 1,283 cities allocated tv channels by the FCC as of Oct. 10 which have had no applications or grants. This is 70% of the total, it pointed out. Of the 898 cities, 114 have populations of 20,000 or more, 253 have 10,000-20,000 population, and 531 are below 10,000.

Of 385 cities which have grants or applications pending, only 22 have populations of less than 10,000, WSM said. Only three of the 22 are not adjacent to some larger metropolitan area which can be covered by the small cities' tv signals, the WSM petition related.

Referring to the Peter Levin article in B•T April 27 which predicted only 60 cities in the U. S. could support economically one small tv station, WSM calculated that of these 60, with populations ranging from 10,000 to 65,000, 19 have no grants or applications, 12 have contested applications and 29 have received permits for tv stations.

At the same time, WSM said 18 CPs and 100 applications have been dropped between May 1953 and Oct. 10, 1953.

It seems, WSM figured, that regular broadcast tv stations are going to be too expensive for cities in the 10,000-20,000 population class.

Boosters would be more saving of spectrum space than satellites, WSM felt, because they would be on the frequency of the main station.

20th Post-Freeze Tv Permit Returned to FCC by WHKP-TV

TWENTIETH post-freeze television permit was returned to FCC last week by uhf ch. 27 WHKP-TV Hendersonville, N. C., because of difficulty in obtaining network programs and change of interest on the part of national and regional advertisers. The station cited availability of vhf service as responsible.

B. M. Middleton, president and 25% owner, wrote the Commission that "this forces us, reluctantly, to conclude that a uhf station built here at the present time would not only show a financial loss from the start but would have little hope of breaking even in the foreseeable future."

Summary of the 19 other post-thaw stations deleted follows:

KGKL-TV San Angelo, Tex., vhf ch. 3; WTVS (TV) Gadsden, Ala., uhf ch. 21; KTVA (TV) Austin, Tex., uhf ch. 24; KMID-TV Midland, Tex., vhf ch. 2, Permian Basin Tv Co. (ch. 2 subsequently has been reauthorized to Midessa Tv Co. under same call); WROV-TV Roanoke, Va., uhf ch. 27 (the only operating grantee to drop out); KRIO-TV McAllen, Tex., uhf ch. 20; KCTV (TV) Austin, Tex., uhf ch. 18; WHHH-TV Warren, Ohio, uhf ch. 67; WWOD-TV Lynchburg, Va., uhf ch. 16; KTVW (TV) Wichita Falls, Tex., uhf ch. 22; WKMI-TV Kalamazoo, Mich., uhf ch. 36; KCNA-TV Tucson, Ariz., vhf ch. 9; WLEC-TV Sandusky, Ohio, uhf ch. 42; KNDK (TV) Minot, N. D., vhf ch. 10; KBSM (TV) Bismarck, N. D., vhf ch. 12; WNOH (TV) Northampton, Mass., uhf ch. 36; WVJS-TV Owensboro, Ky., uhf ch. 14; KTVR (TV) Galveston, Tex., uhf ch. 41; WRBJ (TV) Beloit, Wis., uhf ch. 57.

KFXD-TV Nampa, Idaho, has returned its STA but said it intends to complete the ch. 6 station.

KSTM-TV AGAIN BIDS FOR ST. LOUIS VHF

CONTENDING experience shows that the FCC policy to allocate uhf channels to established vhf markets tends to create a monopoly for vhf, KSTM-TV St. Louis, now operating on uhf ch. 36, re-filed its application last week for St. Louis vhf ch. 11, but this time seeks to establish the station in East St. Louis, Ill.

FCC dismissed the station's earlier ch. 11 bid because its rules preclude an existing outlet from filing another application in the same community, contending the KSTM-TV request amounted to abandonment of uhf [B•T, Nov. 2].

KSTM-TV also has pending a rule-making petition seeking the substitution of four uhf channels at St. Louis for the two unassigned vhf chs. 4 and 11, alleging this will give competitive relief to uhf [B•T, Oct. 19]. Now pending for ch. 11 are KMOX, WEW, 220 Television Inc. and St. Louis Amusement Co. KWK and KXOK seek ch. 4.

KSTM-TV explained that its East St. Louis ch. 11 bid is entitled to hearing under both FCC's rules and the Communications Act since it is not for the "same community" where it now operates. The station said its proposal meets the requirement of Sec. 307(b) of the Act calling for fair distribution of services.

WITH-TV Now Seeks Ch. 72

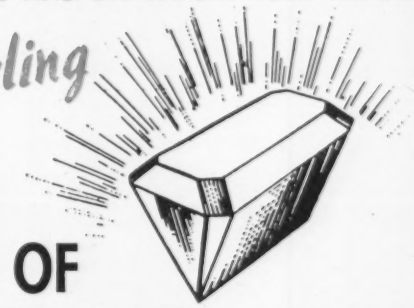
WITH-TV Baltimore petitioned FCC last week to allocate uhf ch. 72 there, contending it can make more effective and economic use of that facility than it can its authorized uhf ch. 60 because a channel spacing problem limits the locations where ch. 60 can be used in the Baltimore area. WITH-TV wants to use its present fm tower and transmitter facilities for tv. The station earlier asked FCC for change to uhf ch. 18, but this has been opposed by United Broadcasting Co. of Eastern Maryland, affiliated in ownership with WSID Baltimore, new ch. 18 applicant.

POWER

50,200 WATTS

MOST POWERFUL VHF STATION ON THE MIGHTY MISSISSIPPI RIVER BETWEEN ST. LOUIS AND DAVENPORT-ROCK ISLAND

Sales Sparkling



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Quincy, Illinois THE GEM CITY

POWER

SPENDABLE INCOME $529,911,000
HOUSEHOLDS 129,594
POPULATION 389,223

served by a GEM of an outlet . . .

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TO MAKE YOUR SALES SPARKLE
IN THE TRIPLE TAKE ILLINOIS, IOWA, MISSOURI MARKET

National Representative: The Walker Representation Co., Inc.

ORIGINATING FROM QUINCY, ILLINOIS . . .

VHF wGEM•TV CHANNEL 10 VHF
QUINCY, ILLINOIS

Joseph Bonansinga, General Manager
affiliated with the NBC and ABC networks . . .

"No, we don't recommend it for CITY driving!"

When you advertise in Kentucky, you don't have to hit the road and cover the wide open spaces. *Most* of the State's business is done within a gentle drive from WAVE's tower!

The Louisville Trading Area accounts for 51.3% of Kentucky's food sales . . . 59.8% of its drug sales. WAVE covers this concentrated area thoroughly, and also tosses in a quarter-billion-dollar slice of Southern Indiana—*all without waste, at budget-wise cost!*

How about it—want to get going, *now?*

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

Free & Peters, Inc., *Exclusive National Representatives*

36 UHF CHANNELS ALLOCATED BY FCC

IN ORDER "to alleviate competitive hearings and bring tv service . . . at an early date," FCC made final last week its proposal to add 36 uhf channels to 35 communities in 16 states. In most cities involved, there is more than one applicant for a given channel already assigned [B•T, Sept. 14].

The new allocations are effective 30 days after publication in the *Federal Register*. Only change made by the Commission over its earlier proposal is the addition of uhf chs. 18 and 70 at Lexington, Ky., in lieu of just ch. 70, since there are two contestants each pending for chs. 27 and 64. WLAP and West Bingham Tv Co. seek ch. 27; WLEX, WVLK seek ch. 64.

Concerning the U. of Kentucky's informal suggestion that a channel be reserved there for future educational use [B•T, Oct. 19], the Commission found that the school "has not made sufficient showing warranting the reservation of a noncommercial educational tv channel for Lexington at this time."

Following is a state and city list of the new channel allocations. The added channel is listed after the city in parentheses, after which pending tv contests are indicated. Since the original proposal, application dropouts and changes have resulted in grants in eight of the cities.

Ft. Smith, Ark. (Ch. 39)—American TV Co., George T. Hernreich seek Ch. 5; **El Centro, Calif. (Ch. 56)**—Valley Empire Telecasters, seeks Ch. 16; **Merced, Calif. (Ch. 66)**—Modesto, Calif. (Ch. 58) Charles Thieriot, Ralph M. Brown, KTRB seek Ch. 14; **Stockton, Calif. (Ch. 64)**—KXOB Radio Diablo Inc. seek Ch. 13; **Clearwater, Fla. (Ch. 50)**—Pioneer Gulf TV Bcstrs., WBOY Inc. (WBOY Tarpon Springs) seek Ch. 32; **Daytona Beach, Fla. (Ch. 53)**—WNDB, WMFJ seek Ch. 2; **Orlando, Fla. (Ch. 47)**—WHOO, WORZ, WLOF seek Ch. 9, Orange TV Enterprises, Central Fla. Pub. Co. seek Ch. 18.

Terre Haute, Ind. (Ch. 73 plus)—Polan Industries seeks Ch. 63; **Ottumwa, Iowa (Ch. 63)**—Valley TV & Radio Inc., Ottumwa Telecasting Corp. seek Ch. 15; **Waterloo, Iowa (Ch. 46 plus)**—Chas. H. Gurney seeks Ch. 16; **Lexington, Ky. (Chs. 18 plus & 70 plus)**—WLAP, West Bingham TV Co. seek Ch. 27; **Paducah, Ky. (Ch. 72)**—Columbia Amusement Co. and WKYB seek Ch. 6; **Alexandria, La. (Ch. 74)**—KSYL, KALB seek Ch. 5; **Bogalusa, La. (Ch. 78)**—WIKC, Miss-Lou Inc. seek Ch. 39; **Lake Charles, La. (Ch. 60 plus)**—KLOU, KPLC seek Ch. 7.

Cumberland, Md. (Ch. 30 minus)—WTBO seeks Ch. 17; **Hagerstown, Md. (Ch. 68 plus)**—WARK, WJEJ seek Ch. 52; **Cape Girardeau, Mo. (Ch. 69), Asheville, N. C. (Ch. 78)**—WLOS, Community TV Co., WWNC, William W. Orr seek Ch. 13; **Durham, N. C. (Ch. 73 minus)**—WDNC, WTIK seek Ch. 11; WSSB seeks Ch. 73. **Fayetteville, N. C. (Ch. 54 minus)**—WFLB, WFNC, WFAI seek Ch. 18; **Goldsboro, N. C. (Ch. 72)—Klamath Falls, Ore. (Ch. 17)**—KFJI, Klamath Falls TV Inc. seek Ch. 2; **Salem, Ore. (Ch. 66).**

Charleston, S. C. (Ch. 17 plus)—WUSN, WHAN, WTMA seek Ch. 2; **Florence, S. C. (Ch. 60)**—Jefferson Standard Bcstg. Co., (WBT Charlotte, N. C.) Pee Dee TV Corp. seek Ch. 8; **Spartanburg, S. C. (Ch. 74 minus)**—WORD, WSPA seek Ch. 7; **Big Spring, Tex. (Ch. 34 plus)**—Texas Telecasting Inc. (KDUB-TV Lubbock), KBST, Big State Telecasting Co. seek Ch. 4; **Tyler, Tex. (Ch. 72)**—KGKB, KTBB seek Ch. 7; **Wenatchee, Wash. (Ch. 67)**—Central Wash. Telecasters, Wescoast Bcstg. Co. (KVOS Bellingham) seek Ch. 55; **Beckley, W. Va. (Ch. 66)**—WJLS, So. W. Va. TV Inc., WHIS seek Ch. 6; **Clarksburg, W. Va. (Ch. 69 minus)**—WBLK and WPDX seek Ch. 12. J. Patrick Beacom & Assoc. and Clarksburg-Fairmont Corp. seek Ch. 22; **Green Bay, Wis. (Ch. 70 plus)**—WJPG, Valley Telecasting Corp. seek Ch. 6; **La Crosse, Wis. (Ch. 72)**—La Crosse TV Corp. and Belle Co. (WMIL Milwaukee) seek Ch. 38.

In making the above channel changes, FCC was required to substitute ch. 72 at Gallipolis, Ohio, for ch. 18. These offset carrier requirements were ordered: Red Wing, Minn., from ch. 63 to ch. 63 minus; Duncan, Okla., from 39 to 39 minus, and Aiken, S. C., from 54 minus to 54.

Cities and applicants granted since the channel addition proposal was announced include:

Merced, Calif.—Merced Tv Corp., ch. 34; Orlando, Fla.—WDBO, ch. 6; Terre Haute, Ind.—WTHI, ch. 10; Paducah, Ky.—Paducah Tv Co., ch. 43; Cape Girardeau, Mo.—KFVS, ch. 12; Goldsboro, N. C.—Goldsboro Tv Corp., ch. 34; Salem, Ore.—KSLM, ch. 3; La Crosse, Wis., WKBH Tv Inc. (WKBH and WKTY merger), ch. 8.

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The world's most honored Television Station!

THE NATION'S TOP TELEVISION NEWS AWARD HAS Again BEEN WON BY MIAMI'S WTVJ

For the 2nd consecutive year the World-wide Radio-Television News Director's Association has recognized WTVJ's news coverage as the "outstanding Television news operation" in the nation.

Florida's First Television Station

Channel 4

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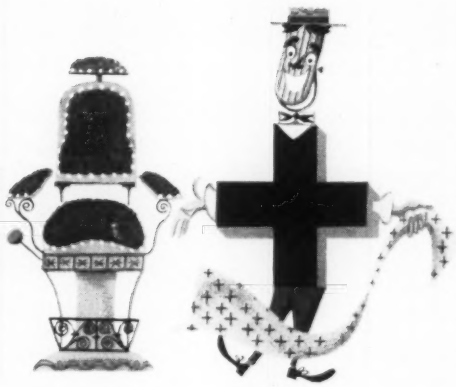
MIAMI

Procter & Gamble 1953
General Motors
Lever Bros. 1953
R.J. Reynolds
Liggett & Myers 1953
General Mills
Sterling Drug
Miles Laboratories
Gillette
American Home Products 1953
Swift
P. Lorillard
National Dairy
PHILIP MORRIS 1953
Chrysler
Kellogg
Bristol-Myers 1953

NEXT!



Have you noticed our clientele lately?

There's a distinctive, *well-groomed air* about the whole, handsome lot—and we're serving more of them all the time. (Mutual is the only shop in town doing *more* business than last year, for every month to date in '53.)

The cup rack over on the left reveals that 17 of the top 25 U. S. advertisers are regular patrons of this shop this year, compared to 11 a year ago.

But these top 17 comprise barely a fourth of our total customers: we're busy catering to folks in all sizes... including *yours.*

You'll like our special tonic of *radio*-flavored programming ($1,000,000 in new shows just added to a long-run lineup for *listeners).* You'll also benefit from our special *home-town* treatment (560 local experts, no waiting).

And the Master Barber himself, Mister PLUS, tends the cash register—where *all* our matchless facilities add up to the lowest costs anywhere.

Next!

GOVERNMENT CENSORSHIP OF MEDIA EASED BY NEW EISENHOWER ORDER

More than two years of military-type censorship will come to the end on Dec. 15. Broadcast groups were in the forefront of the successful fight for greater freedom.

THE blanket censorship put into effect within the government two years ago has been wiped off the books by President Eisenhower.

Heeding loud protests by broadcasters, telecasters, printed media and affiliated industries, the President signed a new order (EO 10290) Thursday afternoon. His action was taken following a lengthy study of the whole problem of keeping necessarily secret information from enemy hands [B•T, Nov. 2].

In signing the order President Eisenhower, a life-long military career man, threw out a military-type federal censorship imposed Sept. 24, 1951, in an order by former President Truman.

The new order, effective Dec. 15:

• Sharply limits the right to classify information by wiping out the much-abused "Restricted" stamp, a blanket device loosely applied to vast quantities of routine matter.

• Provides a continuing review of classified matter so citizens may know more about what their government is doing.

• Gives only the chairman of the FCC authority to classify FCC information, with no power to delegate this authority.

• Removes classification power from 28 federal agencies, including Federal Trade Commission, Interstate Commerce Commission and Securities & Exchange Commission.

NARTB, American Society of Newspaper Editors, Sigma Delta Chi, Radio-Television News Directors Assn. and many other organizations took an active part in the long battle to defeat the order. Basic research and spearheading of the campaign were in the hands of J. Russell Wiggins, managing editor of *The Washington Post* and chairman of the ASNE's Committee on Freedom of Information.

Details of the order were explained at the White House Thursday by Attorney General Herbert Brownell Jr., who had promised the RTNDA convention the previous week that the relief order would soon appear.

The Attorney General described the order as "clear recognition that our form of government requires that the public obtain a maximum amount of information, a free flow of facts about what the government is doing."

He credited radio, television and the press with helpful cooperation in wiping out a form of censorship that was generally regarded by media as anti-democratic.

The "Restricted" label, he said, "covered just about anything that had to do with national security." He added that the old order contained "no precise definitions," with the result that classification orders were affixed with great abandon and with little consideration for the public.

The system of continuing independent review provides for downgrading and declassification. It was explained at the White House this way:

By more clearly defining the official information which is subject to classification, and by making the requirements of the defense interests of the United States the test as to whether, and how, information may be classified under the order, the danger of misuse of the order to hamper freedom of information, so vital to preservation of our form of government, is minimized.

A comparison of the order with an earlier proposed draft published on June 17, 1953 [B•T, June 22], will disclose a number of revisions. These have been adopted at the suggestion of various departments and agencies in the executive branch, representatives of the press, and private individuals and organizations.

Throughout the lengthy consideration of this order it has been the purpose to attain in it the proper balance between the need to protect information important to the defense of the United States and the need for citizens of this democracy to know what their government is doing. The issuance of this order will revise in a manner more in keeping with the American tradition of freedom of information existing requirements for the safeguarding of defense information.

FCC FINALIZES 3-YEAR LICENSE PLAN

OVER renewed protest of Comr. Frieda B. Hennock, FCC last week made final its proposal to extend television license renewal periods to three years, eliminating the present requirement for annual filing of the renewal applications [B•T, July 27].

The move is designed to ease administrative and economic burdens for both the Commission and tv licensees. To become effective 30 days after publication in the *Federal Register*, the change involves amendment of Sec. 3.360 of the Commission's rules.

Henceforth, television licenses will run for three years concurrent with existing am and fm licenses under the same ownership in a given area, as will associated auxiliary tv stations such as studio-transmitter links, remote pickups and intercity relays.

Comr. Hennock registered her initial dissent when the three-year license plan for tv was proposed. She called for a factual study of television programming with the calling of a government-industry conference and ultimate "open public hearings."

In its order last week, the Commission majority found that a "formal hearing" would serve "no useful purpose at this time" since all interested parties had ample opportunity to file written comments and nothing could be brought out at a public hearing that could not have been better said in writing.

The Commission received only two protests to the three-year tv license proposal. These were from the American Veterans Committee and the San Francisco branch of the American Assn. of University Women. Comments in support were filed by ABC, CBS, DuMont, NBC, NARTB, Storer Broadcasting Co., WGN Chicago, WDEL Wilmington, Del., WGAL Lancaster, Pa., WTOP Washington, the Washington Post Co. (WMBR Jacksonville, Fla.) and Associated Broadcasters Inc. (KSFO San Francisco).

Sec. 3.630 is amended to read as follows:

§3.630 *Normal license period.*—(a) All television broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 A.M. Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter.[1]

[1] Renewals of licenses will be granted for the period specified in the rule; Provided, however, That if as a result of the transition from the previous schedule to the above schedule the period for which a license is renewed is 6 months or less, the licensee may within the period 60 days to 30 days before the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed; (2) a statement that no substantial changes have been made in its operations or in its plans for future operations since its last renewal application; or if changes have been made or proposed, a statement specifying such changes:

(1) For stations located in Delaware and Pennsylvania, August 1, 1954.

(2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1954.

(3) For stations located in North Carolina, South Carolina, December 1, 1954.

(4) For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1955.

(5) For stations located in Alabama and Georgia, April 1, 1955.

(6) For stations located in Arkansas, Louisiana and Mississippi, June 1, 1955.

(7) For stations located in Tennessee, Kentucky and Indiana, August 1, 1955.

and (3) a statement that the applicant waives any claim to the use of any particular frequency or of hte other as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise. Upon review of such statements, the Commission may grant a renewal of license for the full period provided for in the rule; or if the Commission requires additional information, it may require the filing of renewal application (FCC Form 303).

(8) For stations located in Ohio and Michigan, October 1, 1955.

(9) For stations located in Illinois and Wisconsin, December 1, 1955.

(10) For stations located in Iowa and Missouri, February 1, 1956.

(11) For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1956.

(12) For stations located in Kansas, Oklahoma, Nebraska, June 1, 1956.

(13) For stations located in Texas, August 1, 1956.

(14) For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.

(15) For stations located in California, December 1, 1953.

(16) For stations located in Washington, Oregon, Alaska, and Hawaii, February 1, 1954.

(17) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, April 1, 1954.

(18) For stations located in New Jersey and New York, June 1, 1954.

11 New Am Grants Announced by FCC

TOTAL of 11 new standard stations were authorized by FCC last week in what was the largest group of am grants for several months. Five existing stations won approval of applications for improved facilities.

Two new stations were granted for Vero Beach, Fla., while other construction permits went to grantees in Madison, Ind.; Concordia, Kan.; Waynesboro, Miss.; San Juan, P. R.; Darlington, S. C.; McKenzie and Newport, Tenn., and Sinton, Tex. (see FOR THE RECORD). Improved facilities went to WPBC Minneapolis; KTXJ Jasper, Tex.; KOVE Lander, Wyo.; Forrest City, Ark., and WAPL Appleton, Wis.

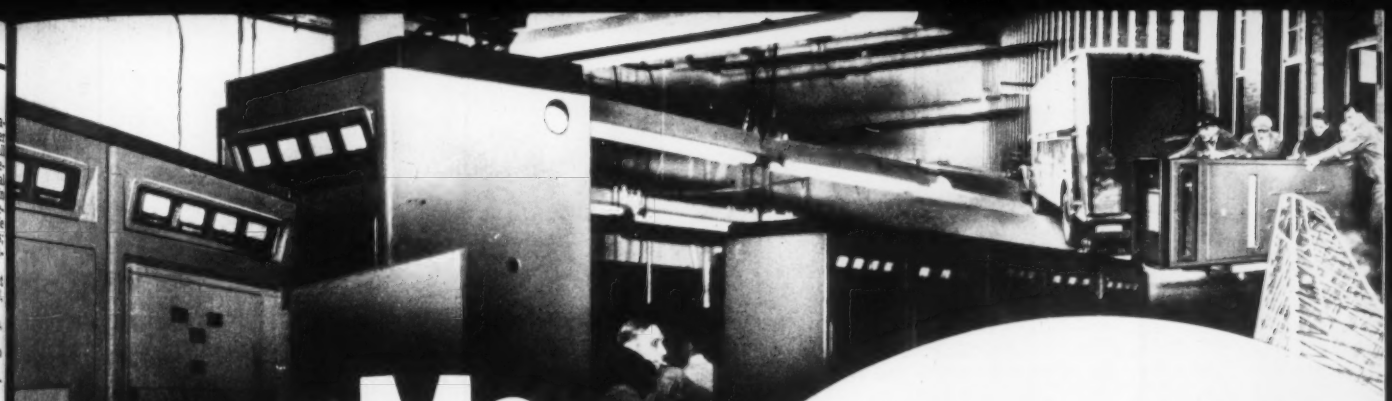
New am station at Vancouver, Wash., was awarded to Western Broadcasting Co. for 1 kw daytime on 1150 kc, conditioned upon principal owner Charles Weagant severing connections with KBPS Portland, Ore., where he is chief engineer.

Md. Channel Unopposed

UHF CH. 17 became unopposed for WTBO Cumberland, Md., last week as a competitive application by WDYK there was dismissed by FCC at the request of Western Maryland Broadcasting Co., WDYK operator. The Commission deferred action on the WTBO bid pending submission of an amendment, which was filed later in the week.

Comr. Webster to Speak

FCC Comr. E. M. Webster is scheduled as a feature speaker in Boston Thursday at the fourth annual meeting of the Professional Group on Vehicular Communications of the Institute of Radio Engineers. Comr. Webster will speak on "A Commissioner's Reflections on the Mobile Radio Services."



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DU MONT DELIVERS 25 KW TELEVISION TRANSMITTER TO THE NUMBER ONE POST-FREEZE STATION FOR GREATER COVERAGE . . .

for power *PLUS* performance!

for power *PLUS* economy!

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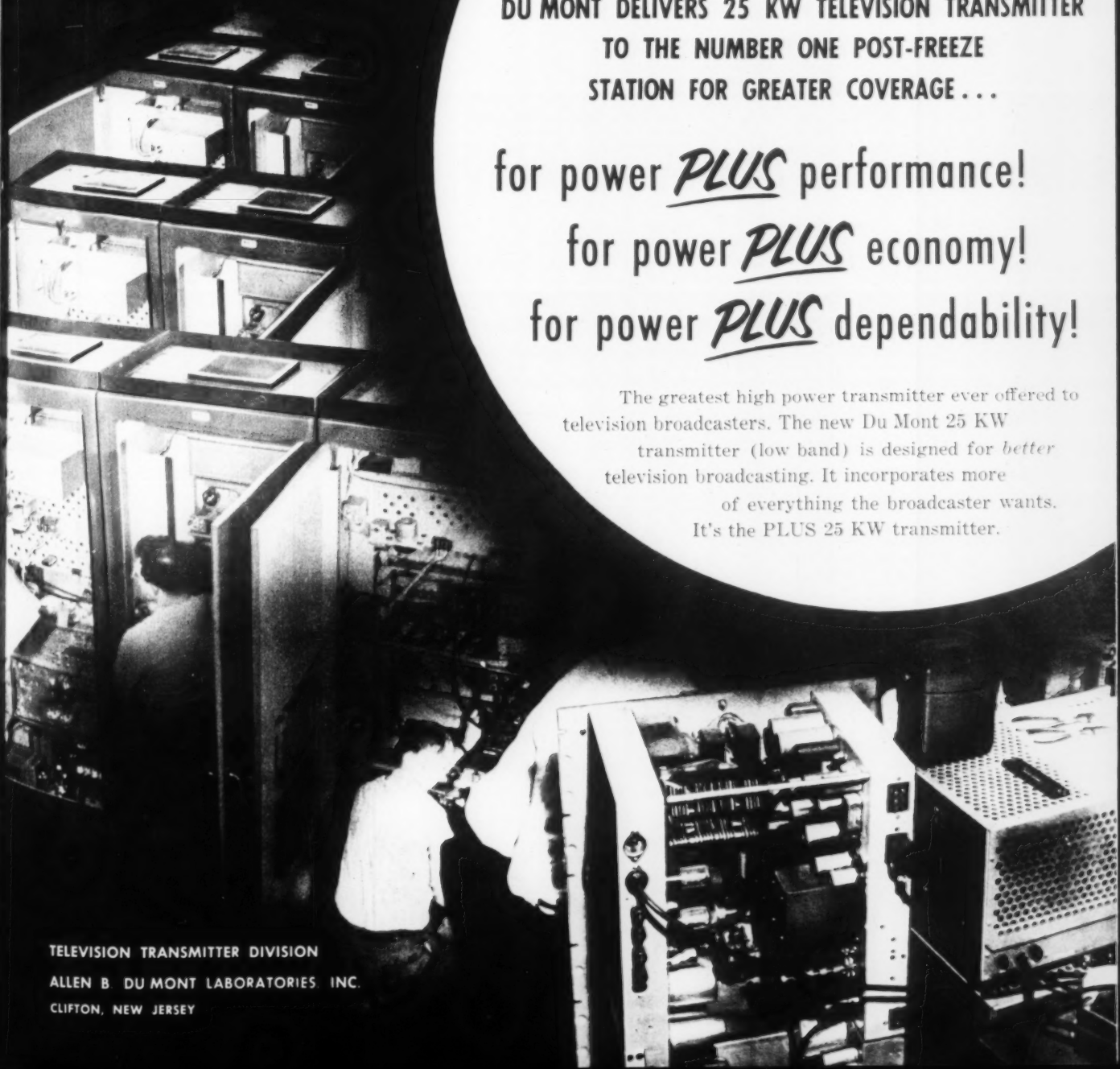
The greatest high power transmitter ever offered to television broadcasters. The new Du Mont 25 KW transmitter (low band) is designed for *better* television broadcasting. It incorporates more of everything the broadcaster wants. It's the PLUS 25 KW transmitter.



TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, NEW JERSEY

XUM

IN DUMONT® 25 KW VHF-TV TRANSMITTERS

Eimac 4W20,000A gives 25 kw peak sync power output through channel 13 with only 500 watts driving power

TYPICAL OPERATION
Class-B Linear Amplifier—Television Visual Service
(Per tube, 5 mc bandwidth, 216 mc.)

Load Impedance	650 ohms
D-C Plate Voltage	7000 volts
D-C Screen Voltage	1200 volts
D-C Control-Grid Voltage	—150 volts

	Peak Sync Level	Black Level	
D-C Plate Current	6	4.5	amps
D-C Screen Current	230	100	ma
D-C Grid Current	90	45	ma
Peak RF Grid Voltage	280	220	volts
Driving Power	500	300	watts
Plate Power Input	42	32	kw
Plate Dissipation	16	16.5	kw
Useful Plate Power Output	26	15.5	kw

FOR THREE YEARS THE EIMAC 4W20,000A has been proving itself an outstanding power tube in a variety of electronic applications. In VHF-TV operation it gives an easy 25 kw peak sync power output with only 500 watts driving power. This high power output with low driving power requirements is typical of Eimac radial-beam power tetrodes. Rugged 4W20,000A construction includes a ceramic envelope that minimizes losses and increases operational life. In pulse service, FM and TV operation the 4W20,000A is the only time proved tetrode in its power class.

Eimac

Information about the 4W20,000A or any of Eimac's complete line of electron power tubes can be obtained by writing our Application Engineering department.

The Power for TV

EITEL-McCULLOUGH, INC., SAN BRUNO, CALIFORNIA

KAKE PROPOSED FOR WICHITA TV

Initial decision would deny rival Mid-Continent Television.

INITIAL decision proposing to grant KAKE Wichita, Kan. a new tv station on vhf ch. 10, was issued last week by FCC Hearing Examiner Hugh B. Hutchison.

The proposal found each of the applicants, Mid-Continent Television Inc. and KAKE legally, financially and technically qualified. The initial decision concluded that Mid-Continent proposals were superior with respect to training and experience of key staff members, the size of such staff, studio facilities, equipment and its more careful, detailed and advanced planning with respect to props, sets and production schedules.

Notwithstanding the above advantages, the initial decision concluded that preference must be given to KAKE on grounds of better integration of local ownership and management and greater participation in public service and community affairs.

Principals in KAKE are President Mark H. Adams (12.5%), local attorney; Vice President H. E. Zoller (24%), independent oil operator; Secretary Richard B. Dockum (19%), retail drug stores; Treasurer Charles E. Jones (12.5%), local attorney; Dwight Merle Rounds (10%), lumber, and Owen Coe McEwen (10%), dairy products.

Mid-Continent is composed of President Theodore Gore (12%), oil production; Vice President George H. Bruce (4%), oil; Vice President and Assistant Secretary Lloyd R. Pickrell (4%), oil and retail electrical applicances; Vice President Sam Bloomfield (4%), aircraft manufacturing; Secretary S. O. Beren (12%), oil production; Treasurer A. M. Smith, oil; and Sherrill C. Corwin (24%), California theatres owner.

Amarillo, Portland Tv Grants in Sight

PROSPECTS for the granting of new tv stations on vhf ch. 13 at Portland, Me., and vhf ch. 7 at Amarillo, Tex., became evident last week as petitions were presented for dismissal of competing applications in both cities.

At Portland, Murray Carpenter & Assoc. asked dismissal of its bid for ch. 13 there, which would leave uncontested the ch. 13 application of Guy Gannett Broadcasting Services' WGAN Portland. Action is expected this week on the petition which explains that "applicant's efforts to secure financial assistance for the Portland project were unsuccessful."

Mr. Carpenter meanwhile has reported his intention to purchase WGUY Bangor, Me., from the Gannett interests and to file an application for vhf ch. 2 in Bangor, his home town. It is understood the WGUY purchase price is $45,000.

At Amarillo, Motions Comr. Robert T. Bartley on Tuesday granted dismissal pleas by Texas Telecasting Co. and Panhandle Television Co., leaving Plains Empire Broadcasting Co., licensee of KLYN Amarillo, as sole survivor for ch. 7.

Both the WGAN and KLYN applications will remain in hearing status before the same examiner, Claire W. Hardy, who will prepare initial decisions in the two cases.

FCC to Deny Bids If Rules Conflict

IN A MOVE to cut down on excess television and other applications, FCC last week amended Sec. 1.361 of its rules so as to preclude the filing of applications which are in conflict with the Commission's rules even though they might be accompanied by petitions for changes in such rules.

Bids which are affected include those by existing uhf stations seeking a local vhf channel while still retaining their uhf franchise, applications in excess of the maximum limits for stations under common ownership and requests involving minimum mileage separation requirements for tv.

The change is to become effective Nov. 13 after publication in the *Federal Register*. FCC believes it "will promote more orderly procedure and particularly, will eliminate the pendency before the Commission of applications which cannot be acted upon for extended periods because of their interrelation with complex, unresolved rule making proceedings."

In specific application, the Commission will be able to refuse acceptance of a new television bid from a firm which has four stations plus an application for a fifth outlet already on file. However, the provision is not retroactive to applications now pending if they are accompanied by the proper petition for rule making.

Subsection (c) of rule 1.361 is amended as follows:

(c) Applications which, because of the nature of the particular rule, regulation, or requirement involved, are patently not in accordance with the Commission's rules, regulations, or other requirements will be considered defective and will be dismissed unless accompanied by a request of applicant for waiver of, or exception to, any rule, regulation, or requirement with which the application is in conflict. Such requests shall show the nature of the waiver or exception desired and set forth the reasons in support thereof. [6a]

[6a] **This sub-paragraph shall not apply to applications filed prior to its effective date (Nov. 13, 1953); such applications, which could be accepted for filing even though patently not in accordance with the Commission's rules, regulations, or other requirements if accompanied by an appropriate rule-making petition, will remain on file.**

WJNO GETS GRANT; TWO EDUC. AWARDED

FOLLOWING a merger with competitive applicant WJNO West Palm Beach, Fla., Palm Beach Television Inc. was granted vhf ch. 5 by FCC last week. Noncommercial educational grants went to the U. of Michigan for uhf ch. 26 at Ann Arbor and the U. of Illinois for vhf ch. 12 at Champaign, Ill.

Palm Beach Television, owned 20% by President William H. Cooke and 20% by Washington attorney Theodore Granik, has given 50% interest to WJNO Inc. Secretary-treasurer of the grantee is Jeanne F. Cooke, wife of the firm's president and daughter of RCA President Frank M. Folsom. Mr. Granik produces *American Forum of the Air* on NBC, radio and tv.

In the merger transaction, the subscription rights of James Robert Meachem for a 9% holding were purchased by the grantee for $20,000. This also covered cancellation of an employment contract. Mr. Meachem owns WEAT Lake Worth, Fla., and WELM Elmira, N. Y.

Comrs. Frieda B. Hennock and Robert T. Bartley dissented from the ch. 5 merger grant on the grounds that the consideration paid to Mr. Meachem was excessive.

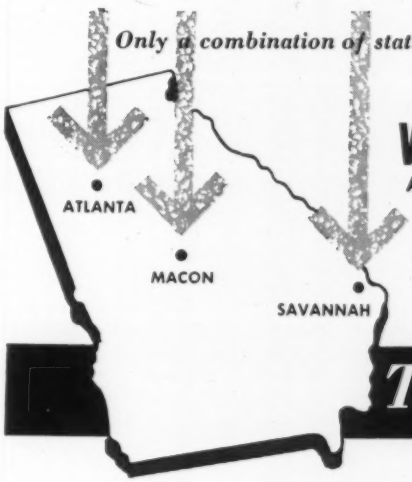
Bell Granted Microwave Relay For Community Tv Service

FIRST grant to a Bell System company to set up a microwave relay system to bring tv signals to a community television operator was granted last week by the FCC.

Grant authorized Mountain States Telephone & Telegraph Co. to establish a common carrier microwave link between Laramie and Casper, Wyo., 118 miles apart. At Laramie, Community Television Systems of Wyoming Inc. will establish a high-gain, directional receiving antenna to pick up Denver tv signals, 118 miles away. At Casper, CTS plans to distribute them to subscribers.

Conditions imposed on the Mountain States grant were concerned with certain tariff provisions, it was understood.

Only a combination of stations can cover Georgia's major markets.



WAGA ATLANTA 5000 w 590 kc CBS Radio

WMAZ MACON 10,000 w 940 kc CBS Radio

WTOC SAVANNAH 5000 w 1290 kc CBS Radio

The Georgia Trio

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

$2,000 IN PRIZES

MEMO TO: All ad agency television and radio people .....all advertising personnel of companies using television or radio.

FROM: KSBW-TV - KMBY-TV ..... CHANNEL 8. Salinas-Monterey, California.

SUBJECT: "NAME THIS MARKET" CONTEST

You name it - and win a prize! $1,000 hard, cold cash if you come up with the name selected! We've racked (wrecked?) our brains for the all-inclusive name to most aptly describe this metropolitan market.

Seven basic towns, clustered in the Salinas Valley and Monterey Bay area, shut off by mountains (you know what that means in TV!) depend on CHANNEL 8 for television. It's separate and apart from any other California region.....a strong market by itself. It cannot be served from without. It must be served from within.

Salinas, Alisal, Monterey, Pacific Grove, Carmel, Watsonville, Santa Cruz - with a population of over 250,000; retail sales, $269,000,000; spendable income, $356,000,000.....plus the others served.. make a "MUST BUY" for sales in California.

Name it, and win:

1st Prize.....$1,000

2nd Prize	$500	5th Prize	$50
3rd Prize	$250	6th Prize	$50
4th Prize	$100	7th Prize	$50

Send to CHANNEL 8. Entries must be in by December 31, 1953, accompanied by 50 words or less as to why you selected the name. All entries become the property of Channel 8. Prizes will be awarded in January (in time to pay your Christmas bills).

Your Hollingbery man has complete details.

sharing time

KSBW-TV 8 KMBY-TV

SALINAS, CAL. MONTEREY, CAL.

STATIONS

F&P CLINIC COVERS SPOT RADIO, VIDEO

Three-day Chicago clinic studies a multitude of broadcasters' problems. Participants: 108 station personnel, 36 representative executives.

WAYS and means of making spot radio and tv more profitable for advertisers and their agencies, as well as broadcasters, were thoroughly canvassed at a three-day sales clinic held by Free & Peters, national station representative firm, at Chicago's Edgewater Beach Hotel last week.

The clinic was hailed by station executives and F & P representatives alike as very gratifying, with an enlightening exchange of views on rates, audience promotion, surveys, sales promotion, programming, traffic and sales service and merchandising. The meetings were abundant with case histories.

The closed-door clinic was similar to one held by Free & Peters three years ago, but more representative of station operation, with program and promotion managers participating. About 108 broadcast station personnel joined with 36 station representative executives. There were separate sessions for radio and television. It was emphasized that participants did not reach any definitive conclusions on various phases of station operation but merely "let down their hair" on problems of mutual concern among non-competitive stations.

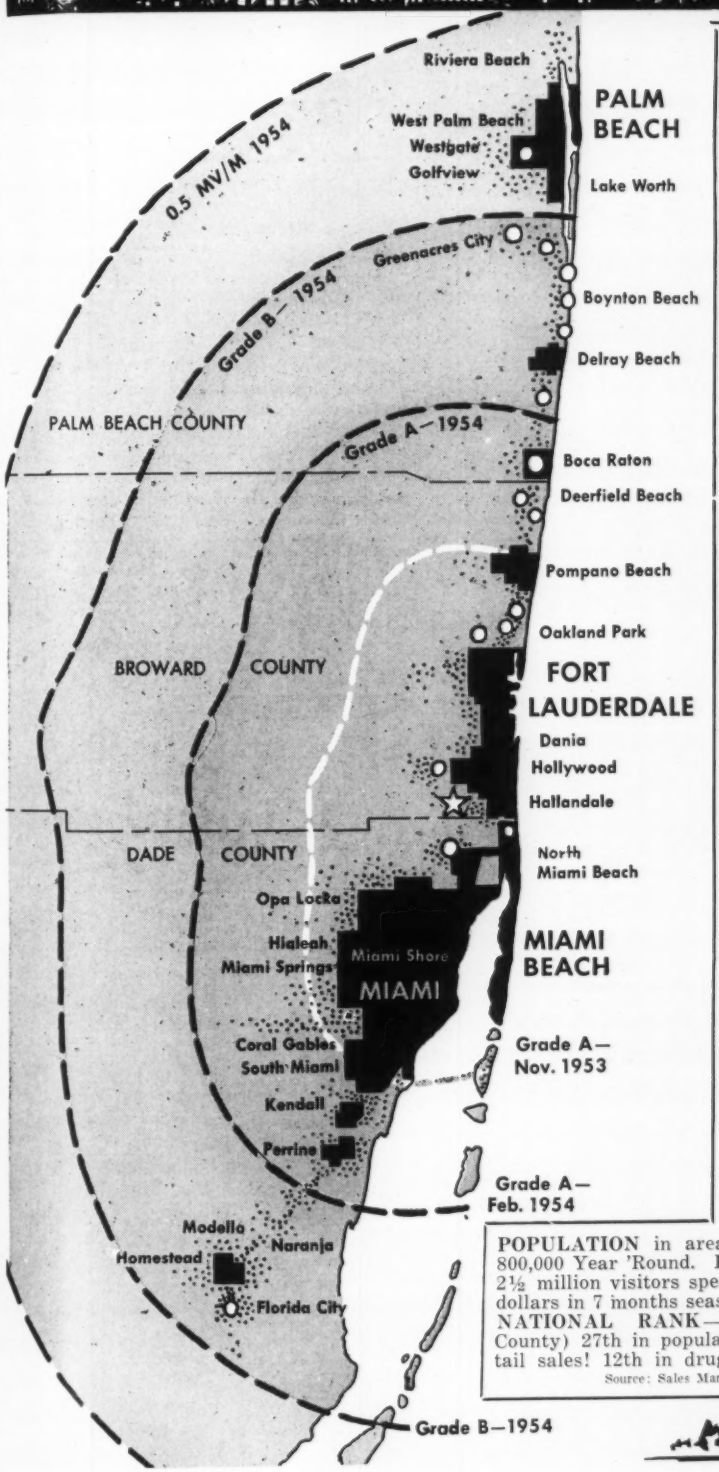
Free & Peters representatives from New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood and San Francisco met with station policy-makers on the common ground of seeking more profitable enterprise, with the F & P men serving as moderators on all panels.

H. Preston Peters, Free & Peters president, opened the clinic Tuesday morning, outlining objectives, with the day's sessions devoted solely to radio. Viewpoints of the advertiser, his agency and the broadcast industry dominated the opening meeting. Participants included Alfred C. Waack, advertising director, Household Finance Corp., Dick Grahl, William Esty Co., New York, and Kevin Sweeney, BAB. Mr. Sweeney stressed the importance of an aggressive station sales policy and effective

H. PRESTON PETERS, president of the station representation firm, opens the Chicago clinic.

"SOON OVER MIAMI"

WITV



HIGH POWER

(430,000 Watts ERP authorized)

HIGH TOWER

(762 Feet overall)

Television's first long oval pattern directional antenna . . . beamed-to-population along **Florida's Billion-Dollar-A-Year GOLD COAST MARKET.**

Top Programs from

ABC and DuMont NETWORKS

Out-of-door Live Shows daily from Florida's first outdoor TV Studio. Complete indoor studio facilities in Florida's first studio-transmitter building designed exclusively for TV. Outstanding films including Unity "1001" and "plus 80", first run for Miami-Fort Lauderdale area.

STUDIO-TRANSMITTER location—
Hallandale Beach Blvd. & N. E. 4th Ave., Hollywood, Florida

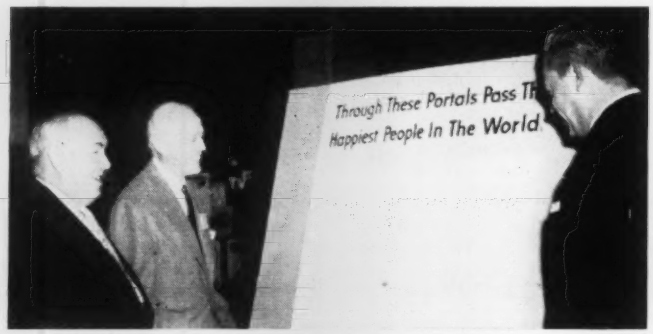
National Sales Representatives

O. L. TAYLOR CO.

WITV Sales Offices:
Professional Bldg., Miami 32, Florida

POPULATION in area shown — over 800,000 Year 'Round. Plus Miami area's 2½ million visitors spending 250 million dollars in 7 months season.
NATIONAL RANK—Miami (Dade County) 27th in population! 26th in retail sales! 12th in drug store sales.
Source: Sales Management

XUM



THREE ATTENDEES of the Chicago sales clinic gather at the main entrance. They are (l to r) George Higgins, KMBC-AM-TV Kansas City; F. VanKonynenburg, WCCO-AM-TV Minneapolis, and Lloyd Griffin, head of F & P's television division.

TRAFFIC as it is handled at WHO Des Moines and WOC-AM-TV Davenport (Quad cities) is demonstrated by (l to r) Ralph Evans, station executive vice president; Ernie Sanders, Davenport resident manager, and Paul Loyet, Des Moines resident manager.

management. He explained that what's good for the station is usually good for the advertiser and his agency alike. Mr. Waack traced the history of his firm's use of radio. He said Household has found spot broadcasting very important because of marketing factors. Mr. Grahl talked on cost-per-thousand factors from the viewpoint of the agency timebuyer.

A rate panel reviewed the 1950 clinic discussions on rate card formats, cash discount, annual rebates, P.I. deals, rate-cutting and the continuing discount policy rate protection. Special packages also were discussed along with quantity discounts based on frequency of spots.

A departure from the 1950 clinic—and attesting to the importance of the subject—was a split of promotion into audience and sales. Merchandising, a controversial subject in its own right, also arose. It was brought out that advertisers are generally suspicious of some merchandising plans using performance rather than claims as the criterion.

Theme of the audience panel was "Convincing More People More Often to Listen to More Programs on My Station," with Frank Woodruff and Jack Thompson serving as moderators. Methods of building up a station into a community institution and creating and holding a loyal audience were canvassed.

The confused survey picture in radio also was explored at another session. Discussions centered on the "decreasing acceptance" of Hooper ratings and the emergence of Pulse studies. Some stations are using mail maps to good advantage and some have become so confused about the current survey picture that they are conducting surveys on surveys in quest of reliable audience coverage data for today's selling, it was brought out. John A. Cory and Hal Hoag led the panel.

Means of promoting stations to advertisers at the local and national levels were reviewed during a sales promotion panel under Mr. Woodruff and Dan Moseley. Tom Barnes, WDAY Fargo, N. D., recounted how aggressive audience promotion had pulled up his station's Hooper ratings. Fred Nahas, general manager, KXYZ Houston, stressed personalities as a means of establishing a station in the hearts of its community.

The radio clinic continued Wednesday with procedures used in selling and servicing a national spot schedule. Merchandising commanded a separate session Wednesday in terms of what it means to F & P stations in selling more national spot radio. Stations gave case histories on various forms of merchandising

New key to sales in inland California

KMJ·TV FRESNO

Fresno's first TV station brings local and network television to the rich San Joaquin Valley—the important inland market you cannot reach with Coast stations. Check KMJ-TV availabilities now!

KMJ · TV
CHANNEL 24

McClatchy Broadcasting Company
Paul H. Raymer, National Representative

Quick Facts on KMJ-TV's A and B Service Area

Four rich counties—Fresno, Madera, Kings and Tulare. (Bigger in total area than Maryland and Delaware combined.)

561,300 people—167,000 families. Net effective buying income: $828 million.*

$641 million total retail sales—(more than Nevada or New Hampshire) including $158 million food sales, $114 million automotive sales.*

$494 million gross cash farm income*—from area's 21,000 farms.**

*Sales Management's 1953 Survey of Buying Power

**1950 Census of Agriculture

services, showing how they (1) increased new business; (2) increased present schedules, and (3) aided in obtaining renewals. Art Bagge and Ray Neihengen moderated.

Jones Scovern and Bill Bryan presided over a Wednesday panel designed to point out how local programming gets more national spot dollars directly and indirectly through its influence on station audience share. Examples of local shows which have licked competition and brought in substantial revenue were offered.

The tv session brought together Bob Anderson, BBDO, Arthur Porter, Leo Burnett Co., and John Crandall, Sherman & Marquette, for a discussion on the agency's place in the media. Mr. Anderson discussed cooperative auto funds; Mr. Porter, traffic system views, and Mr. Crandall, budgets and markets.

Sales Service

Sales service was emphasized throughout the sessions. Selection of media, cost estimating and cost of spot television to an agency were broached.

Other topics at the tv clinic were programming, sales and audience promotion and merchandising.

Programming unit took up feature films, library deals, packages, local news, women's shows and other subjects, with considerations for both live and film programming.

Likewise various phases of promotion—national sales, trade journal space, station presentations, audience promotion, merchandising—were thoroughly explored and embellished with case histories.

Clinic closed Wednesday with a cocktail party and informal dinner given by Free & Peters.

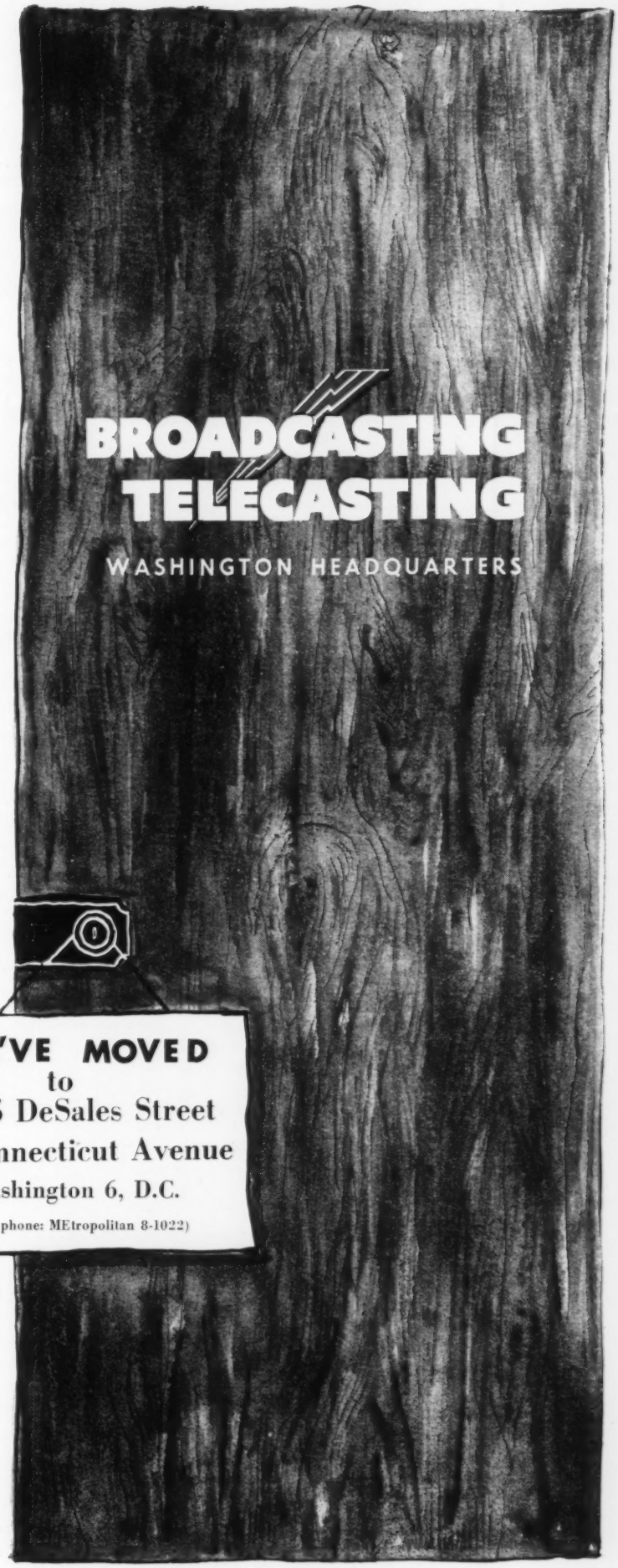
Newark's WVNJ, WNJR Switch Ownerships

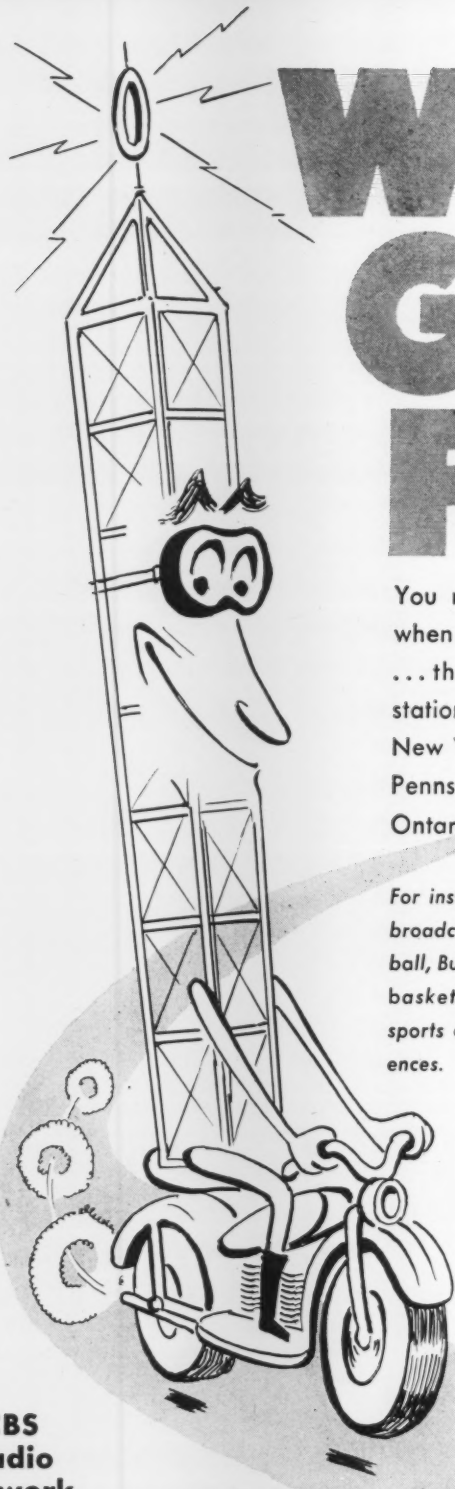
WVNJ and WNJR Newark were to begin broadcasting yesterday (Sunday) under their new ownerships, following FCC approval of the sale of WNJR by the *Newark News* to Rollins Broadcasting Co. and of the *News* purchase of WVNJ from Newark Broadcasting Corp. Both stations operate fulltime with 5 kw, WVNJ on 620 kc and WNJR on 1430 kc.

WVNJ will operate from studios and offices formerly occupied by WNJR. Harry D. Goodwin, former general manager of WNJR, will serve in the same capacity at WVNJ. Ivon B. Newman, vice president of WVNJ under its former owner, will be director of sales. Peter Testan, chief engineer of WNJR, assumes that title at WVNJ. A complete integration of other members of the staffs of these two Newark studios has been accomplished, they report.

Albert R. Lanthear, former vice president of United Broadcasting Co., owner of stations in Baltimore; Cleveland; Richmond; Hagerstown, Md.; Rockville, Md., and Washington, has joined WNJR as general manager. Station is inaugurating a new programming policy, directed exclusively at the Negro population of the New York-New Jersey metropolitan area, said to be the first station in this locality to go to complete Negro-audience programming.

WNJR is establishing studios and offices at its transmitter site on Route 22. Both stations, to avoid confusion among clients and agencies, are retaining the telephone numbers associated with their call letters—WNJR at Market 3-2700; WVNJ at Mitchell 3-7600, both Newark numbers.





Wherever you Go there's Radio

You ride with the winner when you ride with WGR ... the most listened-to station all over Western New York, Northwestern Pennsylvania and nearby Ontario.

For instance: WGR's exclusive broadcasts of Notre Dame football, Buffalo baseball, Canisius basketball, plus all-around sports coverage win top audiences.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

POLICE ARREST IN L. A. 'BAIT' AD

AFTRA defends announcer, contending responsibility for commercials' content does not belong to him.

LOS ANGELES city officials last week issued a warning that prosecution will follow if that city's television stations continue deceptive advertising after the arrest earlier of a KTTV (TV) Hollywood announcer who is charged with fraud in delivering commercials for a vacuum cleaner company.

The announcer, William Griffith, and three men connected with the vacuum cleaner firm were arrested by a city police bunco squad after complaints of "switches" were received. Dan J. Whiteside, chief deputy city attorney, warned that stations should check advertisers' claims, declaring that violators will be prosecuted under a state law prohibiting false advertising if misleading commercials aren't eliminated.

Bernard H. Linden, FCC engineer in charge of the Southern California area, who said his office also has received complaints, indicated federal action may be taken if stations do not correct the situation.

Meanwhile, AFTRA's Hollywood board of directors last week voted unanimous support to Mr. Griffith, terming the police charges as "rank injustice," and contending Mr. Griffith was employed by an advertising agency to deliver commercials the agency wrote and that an announcer is not responsible for the content of copy given him to read.

The union maintained Mr. Griffith received no complaints that the sponsor had failed to fulfill promises made in the commercials and that the agency had hired other announcers to read the same messages on other tv stations.

Complaints to FTC

The Federal Trade Commission has acted on a number of complaints involving "bait" advertising of "reconditioned" and new vacuum cleaners and sewing machines on radio, tv and newspapers, and FCC spokesmen have indicated complaints the Commission has received about misleading radio-tv advertising are considered sufficient to warrant license renewal hearings for the stations involved [B•T, May 4, et seq.]. The FTC actions have been directed against bait advertising on radio-tv making phony offers of vacuum cleaners and sewing machines at ridiculous prices to gain entrance into the home for salesmen who high pressure the prospect into buying an overpriced or inferior product. The FTC charged other firms with failing to disclose the origin of foreign-made sewing machines.

The statements by Mr. Whiteside and Mr. Linden followed a meeting Wednesday at the Los Angeles City Hall at which representatives of the police bunco detail, the city attorney's office and the FCC met with station executives to discuss numerous complaints received and how to correct them.

The U. S. Attorney's Office for the District of Columbia indicated several weeks ago that radio and tv stations and newspapers may be prosecuted under a D. C. criminal law against false advertising if bait advertising continues in that area [CLOSED CIRCUIT, Sept. 28]. Consternation was expressed over the number of out-of-court settlements made before prosecution could be begun against bait advertisers.

SEATTLE-TACOMA

IN THE CENTER
OF THE FABULOUS

PUGET-SOUND AREA

(SERVED BY KTNT-TV)

THE PUGET SOUND AREA
CANNOT BE PURCHASED BY
BUYING ONE CITY ALONE

●

The Grade A Contour of KTNT-TV completely encompasses the entire city limits of:

SEATTLE
TACOMA
BREMERTON
OLYMPIA

CBS TELEVISION NETWORK

KTNT-TV

CHANNEL 11

125,000 WATTS

Affiliated with CBS & Dumont Television Networks
Represented Nationally by Weed Television

KTNT-TV AREA

QUICK FACTS AND FIGURES

Population Distribution

City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%
TOTAL (1,250,000)	100.00%

Grade A contour covers over 1,000,000 people; Grade A and B contour covers over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

CFPL-TV

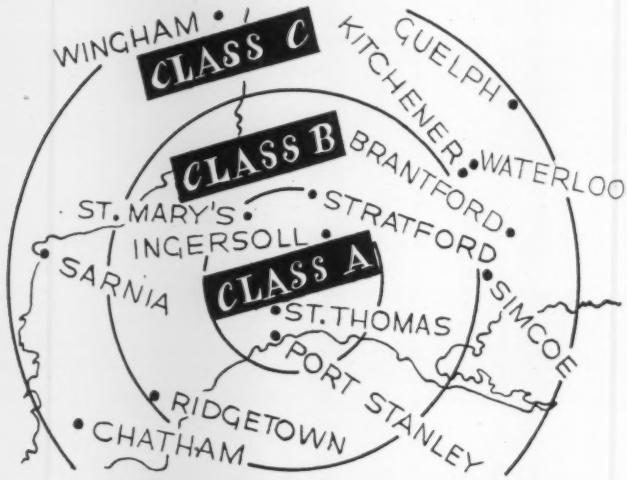
LONDON CANADA

Canada's most powerful TV station

ON THE AIR

NOVEMBER 28

Make sure **your** product is advertised over the only TV station completely covering the wealthy London and Western Ontario market of over ¾ million people. At present there are over 12,500 television homes in Grade A area alone, as estimated in the September 1953 Teleratings, published by Elliot-Haynes.



MARKET DATA

Grade A area	350,000 population
Grade A and B areas	455,000 population
Grades A, B and C areas	837,600 population

(Grade C area — 100 microvolt per meter area)

WRITE FOR FOLDER WITH RATES, PRODUCTION FACILITIES AND PROGRAMS AVAILABLE IN CANADA — ALL CANADA TELEVISION IN U.S.A. — WEED & CO.

TWO VHF, ONE UHF DEBUT DURING WEEK

THREE more tv stations, two vhf and a uhf, went on the air last week, bringing home video outlets to Bloomington and Champaign, Ill. Columbia, S. C., got its third station but first vhf signal in an area already covered by two uhfs.

The stations that went on the air last week were:

WBLN (TV) Bloomington, Ill., uhf ch. 15, represented by Joseph McGilvra Inc.
WCIA (TV) Champaign, Ill., vhf ch. 3, represented by George P. Hollingbery Co.
WIS-TV Columbia, S. C., vhf ch. 10 (NBC), represented by Free & Peters Inc.

Serving the twin cities of Bloomington-Normal, Ill. (combined population 50,000), WBLN Bloomington has sold enough time to begin operations "in the black" on uhf ch. 15, the station reported.

KFYR-TV Bismarck, N. D. (vhf ch. 5) has received approval from the North Dakota State Board of Administration for installation of a temporary antenna atop the 19-story State Capitol Bldg., enabling the station to start telecasts early in December, the station announced.

A delay in the arrival of its 12 kw amplifier has forced KTVU (TV) Stockton, Calif., to postpone its starting date on uhf ch. 36, Knox LaRue, general manager, reported. The station was due to begin operation Nov. 7.

KQTV (TV) Fort Dodge, Iowa (uhf ch. 21) is now on test pattern. This is the first uhf station in Iowa and expects to begin commercial programming Nov. 30, Ed Breen, president-general manager, reported.

Scheduled to begin programming Dec. 15, WWTV (TV) Cadillac, Mich. (vhf ch. 13) is sending six local "queens" to New York for a week to tell the "Northern Michigan Story" to advertising agencies there, the station announced. WWTV is a primary CBS station but is also affiliated with DuMont and ABC.

KTVQ (TV) Oklahoma City made its official commercial debut Nov. 1 on uhf ch. 25. The first uhf station in the Plains country is receiving reports of a clear signal 100 miles away, John Esau, president, reported.

Making its target date of Nov. 1, KLZ-TV Denver (vhf ch. 7) reported that strong signals, both audio and video, were received 125 miles north and 80 miles south of the station, Lewis Thomas, promotion manager, said.

Stations due on the air in the next 30 days are:

CALIFORNIA

KBAY-TV San Francisco, uhf ch. 20, November '53 (granted STA Sept. 15).
KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Nov. 30.
KCOK-TV Tulare-Fresno, uhf ch. 27 (DuMont), represented by Forjoe Tv Inc., Nov. 9.

FLORIDA

WITV (TV) Fort Lauderdale, uhf ch. 17 (DuMont), represented by O. L. Taylor Co., Nov. 30.
WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Nov. 15.

GEORGIA

WJBF-TV Augusta, vhf ch. 6 (ABC, NBC), represented by George P. Hollingbery Co., Nov. 26.
WRBL-TV Columbus, vhf ch. 4, represented by George P. Hollingbery Co., Nov. 15.
WCOV-TV Valdosta, uhf ch. 37, represented by Stars National, November '53.

IDAHO

KBOI (TV) Boise-Meridian, vhf ch. 2, Nov. 27 (granted STA Sept. 29).

ILLINOIS

WSIL-TV Harrisburg, uhf ch. 22, November '53.

INDIANA

WFIE (TV) Evansville, uhf ch. 62, represented by O. L. Taylor Co., Nov. 15 (granted STA Aug. 6).
WKJG-TV Fort Wayne, uhf ch. 33 (NBC), represented by Paul H. Raymer Co., Nov. 15.
WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Nov. 15.

IOWA

KGTV (TV) Des Moines, uhf ch. 17, represented by George P. Hollingbery Co., Nov. 11.
KQTV (TV) Fort Dodge, uhf ch. 21, represented

MARY HAS ROOM FOR ONE MORE ADVERTISER!

Sell Your Product on "Mary McAdoo At Home" —Highest-Rated Local-Live Women's Show in Los Angeles!

For 3 years the Security-First National Bank of Los Angeles has achieved remarkable *tested* results from the "Mary McAdoo at Home" TV program. And the Pfaff Sewing Machine Distributor in the Southwest is now in its third 26-week cycle of sponsorship. *A third segment of this program is now available!* Mary McAdoo, gracious hostess, welcomes famous people from the fields of Art, Science, Literature, Education, Fashion, Medicine, etc. She demonstrates the art of happy home life to a loyal, receptive audience... so loyal that this is the *highest-rated,* local-live women's show in Los Angeles!

CO-SPONSOR 1 SAYS–

"Bank customers of 15 and 25-years' standing have requested 8,500 I.D. cards offered exclusively on 'Mary McAdoo at Home.' We are consistently pleased with the fine response obtained from this show."

Security-First National Bank of Los Angeles

LET MARY SELL YOUR PRODUCT HERE

CO-SPONSOR 2 SAYS–

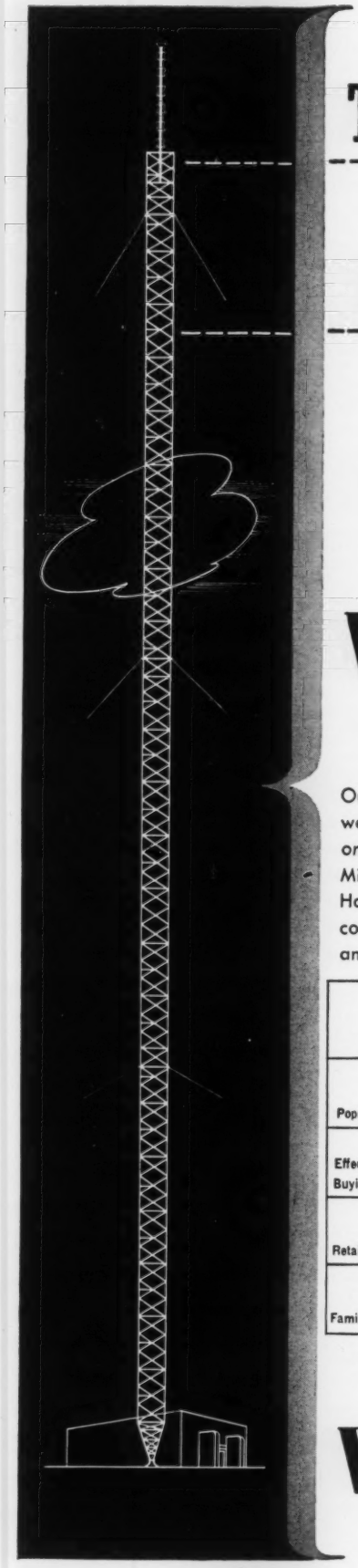
"Almost all of the 100 Pfaff Sewing Machine distributors in Southern California report that 'Mary McAdoo at Home' has created more floor traffic and home demonstrations than any other single form of advertising we have used."

A. C. Weber & Co. Pfaff Distributor

NBC HOLLYWOOD

KNBH *Channel* **4**

"Mary McAdoo at Home" is televised over KNBH on Monday, Wednesday and Friday, 1:00 - 1:30 p.m. Here is your opportunity to televise your sales story in top company, on a *top-rated* quality program. For details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.



maximum

TOWER HEIGHT

maximum

POWER

maximum

RESULTS

coming to

WTAR-TV

JANUARY FIRST

Our new 1049-foot tower and 100,000 watts power will give advertisers the *only total primary coverage* of America's Miracle Market — Norfolk, Portsmouth, Hampton, Warwick, Newport News and contiguous area of Tidewater Virginia and North Carolina.

	Within Grade A	Within Grade A and Grade B	Within Grade A, Grade B and 100 mv Line
Population...	784,690	1,156,000	1,600,400
Effective Buying Income	$1,073,371,850	$1,415,186,000	$2,040,385,800
Retail Sales...	$702,570,950	$919,355,950	$1,406,713,050
Families in Area	207,825	295,655	419,335

Data from SALES MANAGEMENT'S *Survey of Buying Power*, May 10, 1953.

WTAR-TV

Norfolk

by John E. Pearson Tv Inc., Nov. 30.

KWWL-TV Waterloo, vhf ch. 7 (NBC, DuMont), represented by Headley-Reed, Nov. 26.

KANSAS

KOAM-TV Pittsburg, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Nov. 15.

WIBW-TV Topeka, vhf ch. 13 (CBS), represented by Capper Sales, Nov. 15 (granted STA Sept. 22).

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young Tv Inc., Nov. 15.

MASSACHUSETTS

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co., Nov. 15.

MISSISSIPPI

WCOC-TV Meridian, uhf ch. 30, Nov. 15.

MISSOURI

KACY (TV) Festus, uhf ch. 14, November '53.

MONTANA

KOOK-TV Billings, vhf ch. 2 (CBS, DuMont), Nov. 9 (granted STA Aug. 11).

KFBB-TV Great Falls, vhf ch. 5 (CBS), represented by Weed Tv Inc., November '53.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., Nov. 13 (granted STA Oct. 29).

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Nov. 15.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Nov. 15.

OKLAHOMA

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Nov. 14.

PENNSYLVANIA

WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., Nov. 9.

TENNESSEE

WSIX-TV Nashville, vhf ch. 8 (CBS), represented by George P. Hollingbery Co., Nov. 15 (granted STA Sept. 9).

TEXAS

KMID (TV) Midland, vhf ch. 2, Nov. 15.

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., Nov. 26.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Nov. 23 (granted STA Oct. 16).

WISCONSIN

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., November '53.

ALASKA

KFIA (TV) Anchorage, vhf ch. 2 (ABC, CBS), Nov. 15 (granted STA Sept. 29).

WLW SALES POST GOES TO FRANCO

THE APPOINTMENT of Carlos A. Franco, veteran advertising executive, as general sales manager for WLW Cincinnati was announced last week by Robert E. Dunville, president of Crosley Broadcasting Corp. Mr. Franco's wide experience in the agency and allied fields will permit "additional service to be rendered WLW clients," Mr. Dunville said.

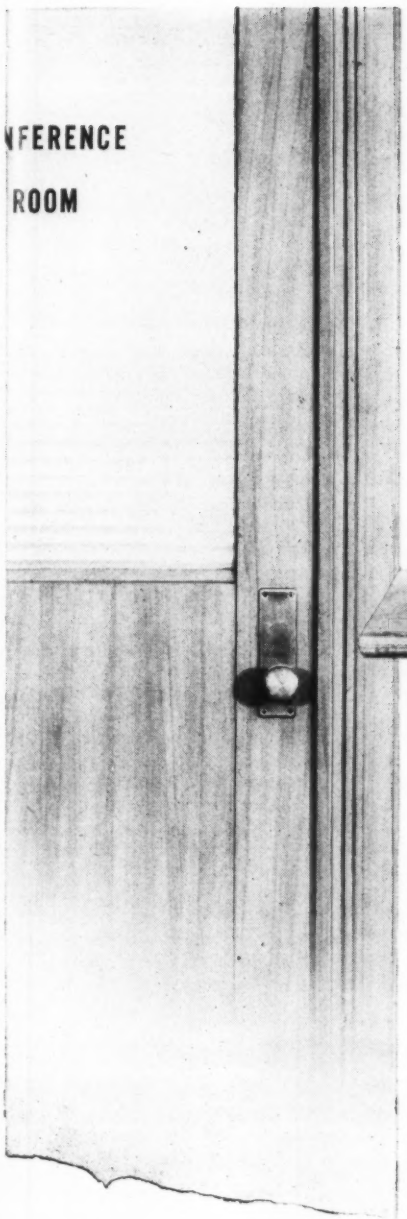
Mr. Franco

The new sales manager was with Young & Rubicam as executive and stockholder from 1935 to 1949 when that firm was one of the major buyers of time, the announcement said. He also served with the Kudner Agency and William H. Weintraub Co., prior to joining Crosley earlier this year as general consultant.

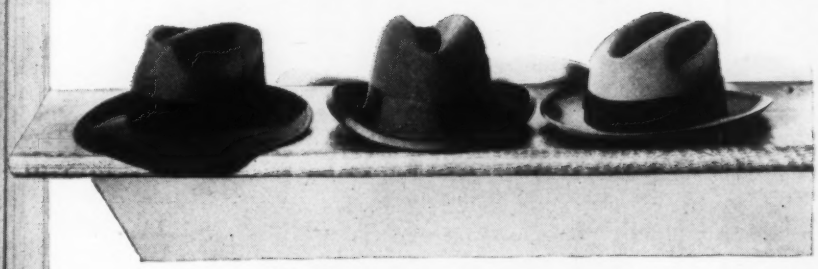
To assist clients, Mr. Franco's principal office will be moved from Cincinnati to New York.

His service to the advertising industry earned for him the chairmanship of the Radio-Tv Committee of the American Association of Advertising Agencies and appointment as consultant for the Inter-American Committee, headed by Nelson Rockefeller.

XUM



which one will make the sale?



We can't tell you his name. But you can be sure he's the salesman best equipped to understand the problem—and best able to give the buyer a profitable answer.

Specialization is today's key to successful selling. That's why we maintain that quality TV station representation demands *exclusive* attention, uncompromised by demands of other media. Television is that important.

(. . . don't try to guess which hat above belongs to the Harrington, Righter and Parsons man. He made his call ahead of the pack, and probably added to the spot billing of the distinguished TV stations listed here.)

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Exclusively television—no newspapers, no radio

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

LOCAL STATIONS AIR ELECTION RETURNS

Results of elections in New York, New Jersey and Pennsylvania were given comprehensive coverage by local stations.

ELECTION DAY last Tuesday proved mostly to be a local affair with stations on the scene providing comprehensive coverage while across the country radio-tv emphasis was put on polling results which seemed to mark a trend.

New York metropolitan area activities that day were covered by stations in New York, New Jersey and Connecticut, starting about 7:30 p.m. EST with bulletins interrupting regular programs. Recapitulations were given. Later, stations cancelled programs and carried analyses and commentary from headquarters' points of the various candidates.

Among stations reporting continuous coverage to B•T were WNYC-AM-FM, WNEW and WOR, all New York. City-owned WNYC operated 7-10 p.m. with its fm station carrying on 10-10:55 p.m. because of FCC limitations on the am operating hours. WNEW carried election information 8-11 p.m. and election inserts through the night. WOR was on the air with results and comment from 8 p.m. until shortly after midnight.

Advertisers of election night programming included Hebrew National Kosher Meat Products on WCBS, WABC and WOR, all New York; Prestone Anti-Freeze on WNBT (TV) New York and WNHC-AM-TV New Haven; Chock Full O' Nuts on WNBC New York; Beacon Co. on WABD (TV) New York, and the National Carbon Co. on WPIX (TV) New York.

In Pennsylvania, Rube Werling, WBIG Philadelphia production manager, was elected a member of the Council of Shalfont. Among Quaker City stations active in election coverage were KYW with recorded interviews of leading political figures, results of the New York mayoralty race and a live pickup of the New Jersey governship battle; WPTZ (TV) with a 15-minute show carried 11:20 p.m., Dick McCutchen on camera; WCAU-TV with an 11 p.m. show conducted by John Facenda; WCAU with returns every 15 minutes and direct hook-up to party headquarters; WIBG with latest returns interrupting normal programming and WPEN cutting in to programs from 8 p.m. to 2 a.m. John Franklin and John Raleigh shared broadcast in KYW's coverage while at WPEN Jules Rind and Sam Elber handled returns for announcer J. V. Boller.

WFIL-AM-TV coverage in Philadelphia was featured by a special Election Party from 8 to 11 p.m. with newscaster John Roberts assisting Charles H. Harrison, director of news and special events. On radio, Shelly Gross gave the returns while Mr. Harrison handled tv. Election data of regional races were compiled at the *Philadelphia Inquirer* and relayed to the stations' audiences.

Paul Sullivan did the commentating and analyses at WIP where returns were compiled under direction of Program Director Murray Arnold and Station Director of Special Events Sam Serota.

In New Jersey, WTTM Trenton claimed an exclusive victory statement from Democratic Governor-designate Robert B. Meyner at 11:36 p.m. by direct wire from his home in Phillipsburg, N. J. Later, NBC received the statement. At 12:10 a.m., the station aired the conceding of election by the defeated Republican Paul L. Troast.

A RUSSIAN tv set, known as the Leningrad T-2, will be displayed today (Monday) over NBC-TV's *Today* show, WBAL-TV Baltimore telecasting that part of the show. Checking the set's operation are William Bareham (l), WBAL-TV chief engineer and John Wilner, vice president in charge of engineering. The set, obtained a few months ago in East Germany, has an eight inch tube.

WSRS Sets Up Interurban Network on Local Affairs

AN "Interurban Radio Network" taking in the key suburbs of Greater Cleveland has been set up by WSRS Cleveland, Ohio, to provide direct broadcasts from community city halls and council chambers. WSRS permanently installed amplifiers, microphones and broadcast lines. Communities may broadcast simply by dialing WSRS, the station explains.

Initial broadcast took place a week ago Sunday with several hours devoted to reports by dignitaries of the various municipalities taking

part. Broadcast is called *The Great Cleveland Political Showcase*.

Station reports that with the aid of these facilities it was able to sign the Society for Savings, one of Cleveland's largest and oldest banking firms, for its *Election Party* Tuesday.

Hayes Denies CBS Control Of WTOP in Letter to SRA

CBS has no control, "actual or imaginary," over WTOP-AM-TV Washington nor does it have any say in the management of the stations, John S. Hayes, president of WTOP Inc. and radio-tv vice president of Washington Post Co., operating the station, wrote T. F. Flanagan, managing director of Station Representatives Assn., Thursday in reply to charges the latter made to the Radio & Television Executives Society.

Mr. Hayes outlined the WTOP-CBS relationship this way:

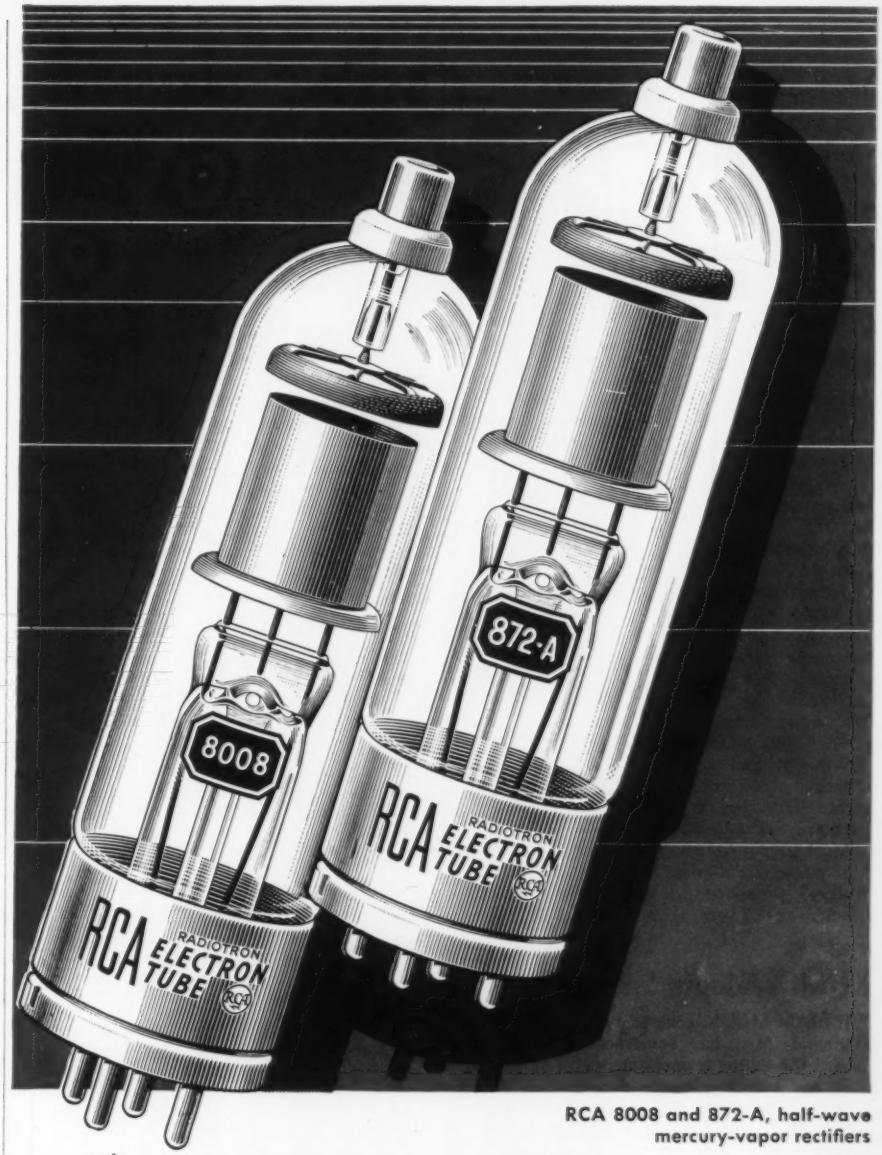
The Washington Post Co. owns, and votes, 55% of the stock of WTOP Inc. In addition, through a voting trust agreement, Philip L. Graham, president of The Washington Post Co., votes the stock which is owned by CBS. CBS exercises no control, actual or imaginary, over WTOP Inc., nor over the management of WTOP Radio and WTOP-TV.

WTOP Inc. chose CBS Radio Spot Sales and CBS Television Spot Sales to represent its stations nationally because, and only because, WTOP Inc. determined independently that it desired such representation. WTOP Inc. continues this representation because, in its judgment, CBS Radio and Television Spot Sales continue to offer a most successful national representation.

In Jacksonville, Fla., The Washington Post Co. is itself the licensee of WMBR radio and WMBR-TV. CBS has no interest, direct or indirect, in their management. They were purchased by The Washington Post Co. alone and CBS had nothing to do, officially or otherwise, with its decision to buy them. Both were already basic CBS affiliates upon their purchase.

When The Washington Post Co. assumed control of them, it decided entirely on its own initiative to cancel their then current representation agreements and to approach CBS Spot Sales divisions with a request that they undertake national representation of these stations. CBS acceded to this request. At no time did CBS either solicit or request such national representation. The decision of The Washington Post Co. was based solely upon its own knowledge of the record of performance of CBS Radio Spot Sales for WTOP in Washington and of CBS Television Spot Sales for WTOP-TV.

AT the opening of WPFA-TV Pensacola, Fla., were (l to r): F. E. Busby, vice president-general manager; C. W. Lamar Jr., president, and T. E. Gibbens, vice president. Mr. Lamar is president, Mr. Gibbens vice president and Mr. Busby stockholder in KTAG-TV Lake Charles, La., and Mr. Gibbens vice president-general manager and Mr. Lamar stockholder in WAFB-TV Baton Rouge, La.



RCA 8008 and 872-A, half-wave mercury-vapor rectifiers

Speaking of dollars and sense...

DID you ever stop to figure out just how little it costs you to operate RCA mercury-vapor rectifiers?

Based on average life expectancy, the RCA-8008 or the 872-A cost you only *one-tenth of a cent per hour of tube life.* Yet, day in and day out, these tubes perform on a round-the-clock basis with such steady dependability that failures of broadcast transmitters due to the rectifier tubes are almost unheard of today.

Dollar for dollar, you can't beat the economical, trouble-free service that these tubes provide. Whenever you need replacements, insist on RCA mercury-vapor rectifiers.

For fast efficient service on the complete line of RCA broadcast tubes, get in touch with your local RCA Tube Distributor. Keep his phone number handy for those unexpected emergencies.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Walker Quits WBT WBTV, Becomes WSOC Executive

LARRY WALKER, vice president and secretary-treasurer of the Jefferson Standard Broadcasting Co. and assistant general manager of WBT WBTV (TV) Charlotte, has resigned to take over as executive vice president and general manager of television operations for WSOC Inc. (WSOC-AM-FM that city).

Mr. Walker

The change was announced jointly last week by Earle Gluck, president-general manager of WSOC Inc., and Charles H. Crutchfield, executive vice president-general manager of Jefferson Standard. Mr. Walker will prepare for WSOC's hearing on its application for Charlotte vhf ch. 9, and will be in charge of the tv operation if granted by the FCC. He also will acquire a stock interest and serve on the WSOC Inc. board, Mr. Gluck said. The amount of Mr. Walker's interest in WSOC Inc. will be 10%, it was understood.

WSOC's application for ch. 9 is mutually exclusive with those of WIST that city, Piedmont Electronics & Fixture Corp., and Dan Nicholas, real estate operator.

Mr. Crutchfield, who temporarily will assume Mr. Walker's duties at WBT WBTV, said Mr. Walker's successor will not be named before the first of the year.

KHMO Adopts Single Rate

WILLIAM SHAW, general manager of KHMO Hannibal, Mo., has announced that effective Nov. 1 the station is operating with a single daytime and nighttime rate. New rate cards are being issued to advertisers.

RTPS Formed in New York As Representation Firm

ESTABLISHMENT of Radio-Tv Promotion Syndicate as a radio and television station representation company was announced last week by Alvin H. Perlmutter and Irwin J. Breslauer, founders and co-directors of the firm. Headquarters are in Suite 2600, 245 Fifth Ave., New York 16.

A secondary aim of the company, according to Mr. Perlmutter, is to provide a promotional service for local outlets throughout the country.

Until recently, Mr. Perlmutter was radio-tv officer for Headquarters, First Army, in New York, and previously was promotion director and account executive for WEOK Poughkeepsie. Mr. Breslauer resigned recently as midwest field sales representative for King Features Syndicate and previously was associated with General Features Corp. as sales representative and with WEOK as news director.

Plains Names Katz

PLAINS Radio Broadcasting Co. has named The Katz Agency as national representative for its KGNC-AM-TV Amarillo and KFYO Lubbock effective Dec. 1, Tom Kritser, general manager of KGNC-AM-TV and secretary-treasurer of the licensee, said last week.

CBS INC. EARNINGS, SALES HIT RECORD

For the first nine months of 1953 the net profit after taxes reached $5,661,343, a 49% gain over the same period last year. Sales are up 28%, earnings 58%.

SALES and earnings of CBS Inc. during the first nine months of 1953 were the highest in the company's history, with net profit after taxes reaching $5,661,343 for a 49% gain over the same period of 1952, Board Chairman William S. Paley announced at a board meeting Wednesday.

His report showed sales for the nine-month period this year aggregated $223,109,649, representing a 28% increase over the total for the corresponding period last year, while earnings before Federal tax on income reached $14,961,343, up 58% above the same period in 1952.

At last week's meeting the CBS board declared a dividend of 40 cents a share, and a special dividend of 25 cents a share, on Class A and Class B stock, both payable Dec. 4 to stockholders of record at the close of business Nov. 20.

For the first nine months, the report showed, net earnings per share amounted to $2.42, as against $1.63 for the first nine months of 1952.

Third-quarter business was described as record-setting, with sales rising 23% above the previous year's record high to reach a total of $71,855,969. Net profit for the third quarter, after taxes, was up 73% to a total of $1,657,966.

Sales figures for both years cover those of CBS-TV and CBS Radio; Columbia Records Inc. (phonographs and records), CBS-Hytron (radio and tv tubes) and CBS-Columbia (radio and tv receivers).

The nine-month financial data is shown in the following consolidated income statements:

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES
Consolidated Income Statements

	Nine Months Ended Oct. 3, 1953 (39 Weeks)		Oct. 4, 1952 (40 Weeks)	
GROSS INCOME (Note 1)		$223,109,649		$174,819,597
Less—Discounts, commissions and returns		54,184,007		38,609,309
		168,925,642		136,210,288
Deduct:				
Operating expenses and cost of goods sold (Note 1)	$124,298,463		$103,230,817	
Selling, general and administrative expenses	26,776,734		21,770,883	
Provision for depreciation and amortization of leasehold improvements	2,744,553		1,860,469	
		153,819,750		126,862,169
		15,105,892		9,348,119
Miscellaneous income, less miscellaneous deductions		*144,549*		99,052
Income before federal taxes on income		14,961,343		9,447,171
Provision for federal taxes on income:				
Income tax	$ 8,300,000		$ 5,610,000	
Excess profits tax	1,000,000		30,000	
		9,300,000		5,640,000
NET INCOME FOR PERIOD		$ 5,661,343		$ 3,807,171
Earnings per Share		$2.42		$1.63

Italics denote red figures

Notes:

1. Late in 1952 the Company discontinued the practice of netting related operating expenses against certain talent revenues. Accordingly, the amounts of "gross income" and "operating expenses and cost of goods sold" have each been increased $15,462,305 over the amounts previously reported for the nine months ended October 4, 1952 in order to reflect these amounts on the basis. This change in accounting treatment does not affect net income.
2. The 1953 results are subject to year end adjustments and to audits by Lybrand, Ross Bros. & Montgomery.

SAMUEL R. DEAN
Treasurer

November 4, 1953

ABC Slates Meetings For Radio-Tv Affiliates

THIRTY-EIGHT executives from 29 ABC affiliates in the New England and North Atlantic states convened in New York Friday for the first of seven regional meetings arranged by ABC to assist its radio and tv affiliates in local advertising, promotion and publicity.

John W. Pacey, ABC director of public relations, and Mitchell De Groot, director of advertising and promotion, are conducting the meetings, in each case holding separate radio and television sessions. Both radio and tv affiliate members may attend either one or both of the sessions, however.

Second meeting in the series will be held today (Monday) in Cleveland, followed by Atlanta on Wednesday, Fort Worth Friday, Denver on Nov. 16, San Francisco Nov. 18, and Minneapolis Nov. 23.

Lawrence to Stock Exchange

RUDDICK C. LAWRENCE, former director of promotion, planning and development for the radio and television networks of NBC, has been appointed a vice president of the New York Stock Exchange, it was announced last week by Keith Funston, president of the exchange. In his new post, Mr. Lawrence will be in charge of coordinating and developing the efforts of the exchange with its member firms in market research, planning, advertising and public relations.

Mr. Lawrence

ONE TWO NEW GATES BRANCH HOUSES

to better serve Our Industry

The Address: 13th & Spring Sts.
Telephone: Elgin 0369
Store Manager: Howard Decker
Ready: Open Now

A brand new building that will soon be brimming full of apparatus and parts for broadcasters. Plenty of room to park on one of Atlanta's main thoroughfares. Here is the southeast's only exclusive supply house for the broadcasting and television industry.

The Address: 7501 Sunset Blvd.
Telephone: Hollywood 2-6351
Store Manager: Robert Kuhl
Ready: Open Now

Located on easy to reach, Los Angeles famous Sunset Blvd., Gates brings to the west the only exclusive supply house for broadcasters. Like all Gates offices, this new branch in Los Angeles is staffed with fine people as well as being stocked with quality materials.

Houston, Texas, 2700 Polk Avenue, Telephone Atwood 8536, is another popular Gates branch house with a big stock — exclusive for broadcasters. — Other Gates offices: 51 East 42nd Street, New York City and the Warner Bldg., Washington, D. C.

Buy GATES - Conveniently

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.
Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

GOLDENSON AGAIN PREDICTS ABC 'PROFIT'

AB-PT president assures security analysts group that 'radio is here to stay' after predicting AB-PT will show a profit the last quarter of 1953. Acknowledging the drain by ABC-TV so far, he is optimistic about current 'blue chip sponsors.'

BELIEF that the ABC Division of AB-PT will show "a good profit for the fourth quarter" was reiterated by Leonard H. Goldenson, president of AB-PT, in a talk last Thursday before the New York Society of Security Analysts.

Drawing heavily upon information provided to stockholders in a report several weeks ago [B•T, Oct. 26], Mr. Goldenson traced the development and progress in rebuilding the division, concentrating on the television phase of operations, but also pointing out:

"In these days many people still tend to discount the future of radio. Let me reiterate here my firm conviction that radio is here to stay. The figures on the number of radio sets in circulation belie the stories on the medium's demise. With multiple set homes, with portable and car radios on the increase, with radios in business and public places all swelling the number of sets in circulation, radio is still an extremely effective medium for advertisers, particularly those with smaller budgets, or those with specialized needs. The fact is that ABC Radio continues to be profitable."

He acknowledged that television was a strong factor in declining grosses of AB-PT, but declared that the ABC Division has "turned the corner" and is currently attracting "blue chip advertisers," listing such sponsors as U. S. Steel, duPont, American Tobacco, Kraft, Sherwin-Williams and General Mills.

As basis for his optimism in the future, Mr. Goldenson cited the "complete revamping of the network's program schedule" to include such personalities as Danny Thomas, George Jessel, Ray Bolger, Paul Hartman and Brande de Wilde, and such new dramatic shows as *Kraft Television Theatre, U. S. Steel Hour* and the *Motorola Theatre*.

Mr. Goldenson voiced the belief that approximately $4½ million has been committed in the improvement of ABC facilities and an added "substantial amount" for program development. He noted that this was separate from $8,200,000 used for retirement of ABC's funded debt shortly after the merger with United Paramount Theatres became effective last February.

Progress Noted

Although he expressed satisfaction with the amount of progress achieved to date, Mr. Goldenson declared that much will depend on sponsor and public reaction to ABC programming, and added:

"So far it has been good. If it continues this way, I think ABC will be well on its way toward earning its keep in 1954. This is not to minimize in any way the problems still facing the network. Still a great problem is the clearance of affiliated tv stations even for our bigger programs. Where the production nut is high, the network can make a profit only by clearing a large number of affiliated stations. Although the lifting of the freeze should eventually ease this situation, clearance problems are still being encountered in many of the major markets where there have been no or few new station grants."

Mr. Goldenson traced the history of the ABC-UPT merger and revealed that the AB-PT funded debt is about $41½ million, $38,875,000 of which he said, is the unamortized portion of $45 million term credit set up by UPT in 1950 with Metropolitan Life and a group of banks.

He referred to AB-PT's third-quarter report of operations which showed declines in earning both in the third quarter of 1953 and the first nine months of the year as compared with the corresponding periods of 1952. He pointed out that the ABC Division was not the sole responsible factor, declaring:

"As part of the merger transaction, we were required to sell a television station in Chicago. Accordingly WBKB was sold to CBS for $6 million. While a net capital gain of some $4,200,000 was realized on the deal, I should note that WBKB was a very substantial earner for us in 1952 and the first month of this year. In 1952, before taxes, the station earned $1½ million for the first nine months. The loss of these earnings is naturally reflected in the lower 1953 operating revenues."

Touching upon the company's theatre business, Mr. Goldenson said that a definite improvement was noted for the third quarter and first nine months of 1953 over business in 1952. He disclosed that the reorganization of AB-PT's theatre holdings, required by the Consent Judgment issued in 1950, is nearing completion. From a total of 1,424 theatres in which UPT had a whole or partial interest at the time of the Consent Judgment, Mr. Golden-

Radio's
GROWING

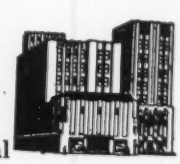
Because radio is everywhere. In the past five years, approximately 8,369,000 *portable radios* were sold in the United States.*

And in the middlewest, WGN reaches more homes per week than any other Chicago station**—a *basic buy* in any advertising schedule.

* *Electrical Merchandising*
** *Nielsen Coverage Service*

A Clear Channel Station Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

FIRST U-H-F TV IN MASSACHUSETTS!

Fast G-E tube service helped

According to **GEORGE R. TOWNSEND,** Chief Engineer, WWLP, Springfield, Mass.

"We began regular service March 17 this year, giving the state its first u-h-f TV, and western Massachusetts its first television of any kind. We were working around the clock to make the target date . . . and local G-E tube service worked right along with us!

"More than 1,000 tubes, big and small, power tubes, modulators, rectifiers, receiving types—WWLP had to have new tubes fast when any of these needed replacement. G-E distribution in Springfield knew that. They got us tubes by rush delivery, whether we phoned day or night. Our problems were theirs.

"In my book, G-E tube service shares the credit for putting us on the air and keeping us there! We've been mighty pleased."

* * *

Fast delivery service, close cooperation in meeting your tube needs—they're as near to you as your desk phone. Dial your G-E tube distributor! *Tube Department, General Electric Company, Schenectady 5, New York.*

● Heart of Channel 61's powerful transmitter is the 15-kw G-E klystron tube at Chief Engineer Townsend's right. It airs WWLP's television signal over a wide radius. Clear pictures are further assured by the 320-foot transmitting tower based 640 feet high on Provin Mountain in the limits of the town of Agawam.

1878 75 1953 YEARS OF ELECTRICAL PROGRESS

Diamond Anniversary

● Dinosaur tracks found in the region—150 million years old—were a feature of WWLP's first telecast, linking the Springfield area's remote past to its 1953 present. With President R. L. Putnam of WWLP (center) are Selectman Fred C. Emerson of Agawam (left) and Councilman John H. Hurley, who represented the Mayor of Hartford at the opening of the station.

You can put your confidence in—

GENERAL ELECTRIC

Bing's Tv Debut

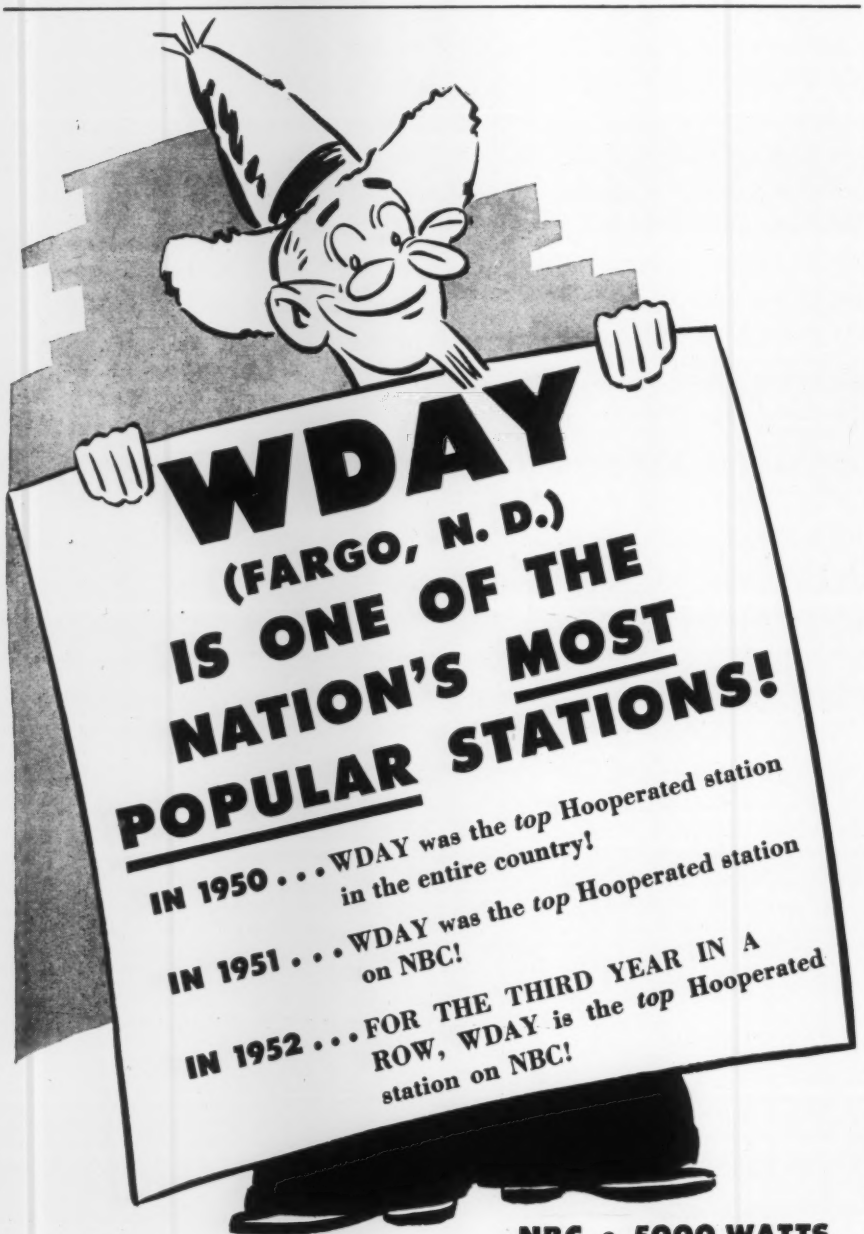
LONG-AWAITED television debut of Bing Crosby will be made on CBS-TV on Jan. 3, 1954, from 9-9:30 p.m. EST. Sponsored by the General Electric Co. through BBDO, New York, the *Bing Crosby Show* will replace the *G. E. Theatre* originally scheduled for that night.

son said, the company now has 627 wholly-owned theatres and 53 partly-owned theatres, of which 65 remain to be divested under the terms of the Consent Judgment.

In connection with the motion picture theatres, Mr. Goldenson remarked that he expected television to be an ally of the movies.

AT&T Connects 7 Stations To Receive Programs

SEVEN additional stations have been connected to the AT&T nationwide tv network facilities to receive programs from the originating centers of the tv networks for simultaneous telecasting. They are KCEN-TV Temple, Tex.; KROC-TV Rochester, Minn.; WHEC-TV and WVET-TV Rochester, N. Y.; KTVQ (TV) Oklahoma City; KLZ-TV Denver and WJMR-TV New Orleans. Tv network service is now available to 217 stations in 134 U. S. cities, AT&T reported.


WDAY
(FARGO, N. D.)
IS ONE OF THE
NATION'S MOST
POPULAR STATIONS!
IN 1950 . . . WDAY was the top Hooperated station in the entire country!
IN 1951 . . . WDAY was the top Hooperated station on NBC!
IN 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the top Hooperated station on NBC!
NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.,
Exclusive National Representatives

SPOT BUYING SHOWED BY NBC

NBC's Spot Sales Division last week demonstrated its new Electronic Spot Buying technique as applied to radio, using closed-circuit television to give agency timebuyers a look at radio programs being offered them for sale.

An estimated 40 timebuyers gathered in New York Spot Sales offices and a reported 150 in NBC quarters in Chicago and watched a special 45-minute program from NBC-owned WMAQ Chicago called *Inside WMAQ*, consisting of segments of a number of WMAQ radio shows which are available for sale to advertisers. The presentation was carried by closed circuit tv to receivers set up for the agency buyers gathered in each city.

The technique as applied to the showing of tv shows available for sale was similarly demonstrated a few week ago [B•T, Sept. 28].

AT&T Plans to Construct Florida Coaxial Cable

PLANS for construction of a new coaxial cable between West Palm Beach and Miami were revealed last week by the Long Lines Dept. of AT&T as part of a $29 million program submitted for FCC approval.

"The projected West Palm Beach-Miami cable would supplement the existing coaxial cable now furnishing communications between these two cities," a Long Lines spokesman said. "Four of the eight coaxial tubes in the cable would be developed initially. They would provide three southbound and one northbound video channels. At present, there are two tv channels—one in each direction—on the existing cable. These would be transferred to the new system. The two additional video channels provided by this rearrangement would be used for anticipated network tv expansion in this area."

The newest type of carrier system—called L-3—will be installed in the new cable, enabling one pair of coaxials to transmit one tv program in each direction, plus 600 telephone conversations.

Identify the White Coat, McFadden Requests Agencies

ADVERTISING agencies received letters last week from Thomas B. McFadden, director, NBC Spot Sales, asking them to identify tv commercials delivered by persons wearing doctors', dentists' or nurses' garb as "dramatizations."

The letter explained the request is in accord with instructions from the NARTB Television Code Review Board, stemming from a complaint made by the American Medical Assn. Stations represented by NBC Spot Sales are participating members of NARTB, the letter noted.

Asks Insert

Specifically, Mr. McFadden asked "that on those commercials handled by you on our facilities currently affected, you arrange for a live or video insert either immediately preceding or following the commercial to the effect that, 'The following is a dramatization.'"

George Frey, vice president and sales director, NBC Television Network, has sent a similar letter to agencies placing business on that network.

A truly great achievement!

CinemaScope with Stereophonic Sound on Reeves Soundcraft

MAGNA-STRIPE*

Scene from "THE ROBE" New CinemaScope Epic by 20th Century-Fox, as compressed on regular 35 mm. film.

Same scene with image restored to normal proportions on panoramic CinemaScope screen

Soundcraft is proud to have participated in the history-making realization of CinemaScope, 20th Century-Fox's revolutionary Anamorphic Lens process.

Critics and public are hailing CinemaScope as a major milestone in entertainment. They are also hailing Magna-Stripe—Soundcraft's magnetic oxide striping process—for making it possible for 20th Century-Fox to put the breathtaking perfection of stereophonic sound on the release prints of "The Robe"... combining, for the first time, four separate magnetic sound tracks on one 35-millimeter film strip.

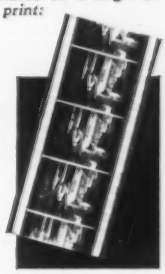
Mixing, dubbing and editing with Magna-Stripe have already revolutionized Hollywood sound reproduction. And now, thanks to the excellence of Magna-Stripe oxide coating process, 20th Century engineers have chosen to apply it to the release prints of "The Robe" itself.

Thrilling thousands today, "The Robe's" four separate Magna-Stripe sound tracks energize playback heads built right into the theater projectors. Savings over separate synchronized sound processes are notable. Complication of apparatus is minimized. And stereophonic sound reaches new technical perfection.

The same superior magnetic oxide coating chosen for "The Robe" is applied to the Soundcraft Magnetic Recording Tape you use in your film studio, radio station, TV studio, business or home tape recorders. For information on how both 16 mm. Magna-Stripe Film and Soundcraft Tape provide outstanding advantages in your field, write to us at once.

*T. M. Reeves Soundcraft Corp.

How four Magna-Stripe sound tracks are placed on a single 35 mm. release print:



REEVES

SOUNDCRAFT

CORP.

Dept. "Q": 10 East 52nd Street, New York 22, N. Y.

IT'S NEWS.. when WBZ-TV has NEWS for sale!

And it's **good** news for advertisers with courage enough to challenge a superstition.

Not so long ago superstition crowed, "Daytime television can't pay off." We've scotched that claim a hundred times over.

Now superstition chortles, "People won't watch a TV news program at noon."

WBZ-TV says they will! So we're backing our belief with one of the liveliest, timeliest news programs ever televised..

NEWS AT NOON

A 15-minute program of local, national and world news, combining the latest headlines, film highlights from United Press, stories on the local scene, and a complete report on the day's personalities and events.

"News at Noon" runs Monday through Friday, from 12:00 to 12:15.. just the right time to capture housewives taking their "noon break." Want to reach them with a sales message? Do it through "News at Noon."

NBC Spot Sales will be glad to give you full details and realistic rates.

WBZ-TV BOSTON CHANNEL 4

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

MANUFACTURING

RCA, GE Report Shipments Of Tv Transmitter Units

RCA Victor reported shipments of five vhf television transmitter units last week.

WALA-TV Mobile, Ala. (ch. 10), and WEAU-TV Eau Claire, Wis. (ch. 13), were shipped 10 kw high-band vhf transmitters. WALA-TV went on the air last January and WEAU-TV expects to begin operation in December. A 25 kw amplifier was sent to WTTV (TV) Bloomington, Ind., enabling the station to increase its power and change its channel from 10 to 4, which the FCC has approved, the announcement said. WINK (TV) Fort Myers, Fla., which expects to be on the air in December on ch. 11, was shipped a 2 kw transmitter, and KMID (TV) Midland, Tex., (ch. 2) was sent a 5 kw unit. RCA also reported that a 1 kw uhf transmitter is en route to WSJV (TV) Elkhart, Ind. (ch. 52) and a 1 kw am radio transmitter to WLOU Louisville.

General Electric Co. announced shipments of television transmitting equipment to six stations last week. A 35 kw amplifier was shipped to WHBF-TV Rock Island, Ill. (ch. 4); 100 w transmitters went to WTRI (TV) Schenectady (ch. 35) and KXYZ-TV Houston (ch. 29); 1 kw amplifiers to WBLN (TV) Bloomington, Ill. (ch. 15) and WMAC-TV Massillon, Ohio (ch. 23), and a five-bay antenna to WROW-TV Albany (ch. 41). GE also shipped a two-bay antenna to WVET-TV and WHEC-TV, which share time on ch. 10 in Rochester.

Three-D Sound Demonstrated By Webster-Chicago in N. Y.

DEMONSTRATION of three-dimensional sound in a new portable tape recorder was held in New York last week by the Webster-Chicago Corp., manufacturer of tape recorders. Principal feature of the recorder was said to be three speakers that are matched to afford full-range reproduction of the high and low frequencies.

The unit, model 2030, is said to have two-speed recordings in both directions and fast rewind speed in both directions; inputs for microphone, phonograph or radio; five-tube amplifier, with multiple-purpose tubes giving eight-tube performance and motor and amplifier shut-off at the end of the tape in either direction.

Sales of Webster-Chicago for the nine months ended Sept. 30 were reported at 67% over those for the same period of 1952. Net sales were listed at $19,763,094 as compared with $11,795,120 last year. Net profit of $539,933 after Federal taxes was reported for the period as against a loss of $350,793 after tax carryback in 1952.

Improved Transistor

DEVELOPMENT of a new transistor, described as 100-times more powerful than those now available commercially, was announced by Minneapolis-Honeywell Regulator Co. last Wednesday.

The unit has an output of 20 watts compared with 20/100 watts for those electronic devices now in production, according to Dr. Finn J. Larson, company's research director. Its size is about that of a thimble. Dr. Larsen said the development involved discovery of an effective means of removing heat from the germanium alloy utilized in the device. Transistors perform the functions of vacuum tubes.

...and give thanks you live in America!

THIS THANKSGIVING as you bow your head to express your gratitude for your private blessings, remember to give thanks for one you share with over 150 million other people:

The blessing of living in America.

Nowhere else in the world are your personal rights so well guarded, and your work so well rewarded.

The average American wage, for instance, is $3100 ... the Russian but $720.

The American gets an average of 323 pounds of meat per year ... the Russian gets only 33 pounds.

The American has an average of 38 pounds of sugar to sweeten his life yearly ... the Russian just 18 pounds.

The American spreads a minimum of 18 pounds of butter and margarine on his bread in a year. The Russian gets but 4.2 pounds.

Authority for these Russian production figures? Georgi Malenkov, Premier of Russia. These are his own statistics in his official speech to his Deputies.

He gives *no* figures for the production of cars, television sets, refrigerators. Eight years after the end of World War II the Russian is apparently getting almost none of these things.

Such unwitting testimony for the free American way of life – from the one who would destroy it – should give us pause this November 26th.

Pause to express our thanks for the gift of American citizenship, and the inalienable rights this gift bestows.

Pause to determine to protect this way of life for ourselves and our children's children...against *any* odds!

UNION OIL COMPANY
OF CALIFORNIA

Incorporated in California, October 17, 1890

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Gates Radio Shipments

GATES RADIO Co., Quincy, Ill., reported last week that during the latter part of October it shipped 1-kw transmitters to WHRY Bogalusa, La., and KWPM Thayer, Mo.; a 5-kw transmitter to CKOM Saskatoon, Sask., Canada, for a power increase, and remote control equipment to: KNEA Jonesboro, Ark.; WAJF Decatur, Ala.; WENK Union City, Tenn.; WQUA Moline, Ill.; WATW Ashland, Wis.; WRMN Elgin, Ill.; WMOP Quincy, Fla.; WDSR Lake City, Fla.; KATE Albert Lea, Minn.; WFGM Fitchburg, Mass.; WROX Clarksdale, Miss.; WMWJ Marquette, Mich.; WBMS Boston, Mass.; WJMB Brookhaven, Miss.; WYVE Wytheville, Va.; KDBS Alexandria, La.; WWSC Glens Falls, N. Y.; WCCP Savannah, Ga.; WDMG Douglas, Ga.; KDLA DeRidder, La.

ASCAP SUGGESTS TV STATIONS EXTEND BLANKET MUSIC LICENSES 4 MORE YEARS

The All-Industry Local Tv Music License Committee's Chairman Dwight Martin terms ASCAP letter proposing renewals a 'unilateral action by ASCAP' and says stations should not be hasty in signing.

THE ASCAP problem, that hardy perennial in the broadcasters' garden of headaches, began to bloom again last week as those tv stations who have taken out blanket licenses for use of ASCAP music on their video programs received letters from ASCAP reminding them these licenses expire Dec. 31, and suggesting they sign now to extend the present agreements another four years.

Hard on the heels of the ASCAP communication came a letter from Dwight W. Martin, chairman of the All-Industry Local Tv Music License Committee, pointing out the proposal to renew the present contracts on the same terms "is a unilateral action taken by ASCAP and is not the result of any negotiations," such as those the committee was authorized to undertake on behalf of the tv industry, except for the networks' o & o tv stations.

Mr. Martin urged careful consideration of ASCAP's offer by the stations and said that since existing agreements with ASCAP do not specify any deadline for stations to notify ASCAP of their intentions to renew, "there is no reason for you to act precipitously upon ASCAP's proposal." He also reported the feeling of the committee "that the rates in the current blanket agreements are excessive."

As an incentive to tv station operators to sign the new agreements without delay, ASCAP's renewal forms include this clause: "If we enter into any more favorable agreement with any station similarly situated for the term of this renewal agreement we will offer the same agreement to you for the period commencing as of Jan. 1, 1954."

May Prove Illusory

Commenting on this clause, Mr. Martin said in his letter: "Committee counsel advises that the 'most favored nation' clause may well prove illusory because of the lack of a definition of 'similarly situated station' and what constitutes a 'more favorable agreement.'

"If you sign the renewal agreement," he warned, "it may well represent an indication on your part that you consider the terms and condition contained in the existing blanket agreement, including the rate contained therein, to be fair and equitable. Any such indication on the part of stations would undoubtedly be used by ASCAP in negotiation as an argument that the existing rates are not excessive and, therefore, need not be lowered. It goes without saying that this will make the task of your committee much more difficult."

The three networks which in the fall of 1949 accepted the first blanket license agreements from ASCAP for themselves and their o & o tv stations — ABC, CBS, NBC — have received similar letters from ASCAP offering four-year renewals, but without the "most favored nation" clause of the station renewal forms.

There are no indications, however, that any of the three networks has any intention of renewing these agreements at the same terms, approximately 10% more than the ASCAP radio blanket licenses percentagewise but far in excess of these networks' radio payments for the use of ASCAP music in terms of actual dollars. Several meetings of network executives with ASCAP officials to work out terms of a new license got nowhere, the networks insisting that the present terms are far too high; ASCAP refusing to consider any reduction [B•T, Sept. 28]. There has been no meeting of the two groups for more than a month and none is scheduled.

If the tv networks and their o & o tv stations and the 40 more tv stations with ASCAP blanket agreements do not renew them by the end

1ST
In this 5-Station Market,
WSYR is FIRST
Any way you look at it
PULSE OF SYRACUSE
April, 1953
72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22/72 periods
(that's all there is)
NIELSEN 1952
WSYR FIRST
by 47% to 212%
SAMS 1952
WSYR FIRST
by 29.8% to 239%
WSYR SYRACUSE 570 KC
NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed
WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York

Mr. Teviah Sachs is President of Waltham Watch Company, established as America's first watchmaker 103 years ago.

Mr. Sachs likes to see time fly!

"A fine watch is a valued gift," says Teviah Sachs. "The jeweler must provide exactly what his customer wants—*in time* for the gift occasion.

"Can he do this without tying up too much capital in inventory? Yes—with Air Express!

"Take a typical case. A father in Omaha wants to buy a wrist watch for his daughter's graduation. He likes a particular watch in the Waltham catalog better than any the jeweler has in stock. Graduation is only two days away.

"But there is no emergency. Within 24 hours, the watch is delivered via Air Express. On graduation day, daughter proudly sports her new Waltham—thanks to Dad and a wide-awake jeweler!

"We use Air Express day in and day out to ship fast-moving styles from current lines, and to get new sample lines to wholesalers where every hour saved is important.

"Going back into our records for the past five years, I found that *not a single shipment* handled by Air Express had been lost or damaged. Yet most of these shipments cost us *less* by Air Express than by any other commercial air service!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

of the year it is possible that radio history will repeat itself in television and that New Year's Day 1954 will find no ASCAP music on these stations. Just 13 years before, on Jan. 1, 1941, the radio networks and most stations started the year without ASCAP tunes rather than submit to the excessive terms on which they were offered. Radio's break with ASCAP continued for some months, ending only after ASCAP had accepted a government Consent Decree for a reorganization on non-monopolistic lines.

That possibility is not considered likely to become a fact, however. If negotiations by the All-Industry Committee, which the Los Angeles convention of NARTB authorized to represent all stations except the networks' o & o's in negotiating blanket as well as per-program licenses with ASCAP, should show signs of fruitful outcome, it is probable that an extension period could be arranged to allow for their completion. The same would also be true for the network negotiations.

If that happy outcome does not occur, another possibility is that the present blanket licensees of ASCAP—networks as well as stations—might join the more than 80 tv stations who have asked a Federal court in New York to set fair fees for the use of ASCAP music on television. While this action is pending, the continued use of ASCAP music by these litigants is assured. Whatever fees are set by the court will be retroactive to Jan. 1, 1949, date ASCAP first requested payment for its tv licenses. Presumably, in the case of tv broadcasters who have been paying ASCAP, the fees set by the court in their case would become effective as of Jan. 1, 1954.

Virtually every pre-freeze tv station is either a party to the court action or holds a blanket ASCAP license, it was learned. A considerable number of stations licensed since the end of the freeze also have joined in the court action. No station, either pre-freeze or post-freeze, has accepted the per-program license offered by ASCAP, which, it was said, would call for payments nearly double those paid by radio per-program licensees.

Reason for setting the blanket license renewals at four years instead of the five-year terms of the original agreements is so that their expiration date will not coincide with that of the nine-year radio licenses issued by ASCAP, which terminate Dec. 31, 1958. Under the proposed four-year term, the tv licenses would end Dec. 31, 1957.

"Color Television"

A special issue containing

• 15 N.T.S.C. Monographs–

The National Television Systems Committee has authorized IRE to publish its long awaited Monographs in the January 1954 special Color Television issue of "Proceedings of the I·R·E" — thus giving them industry-wide distribution for the first time in print.

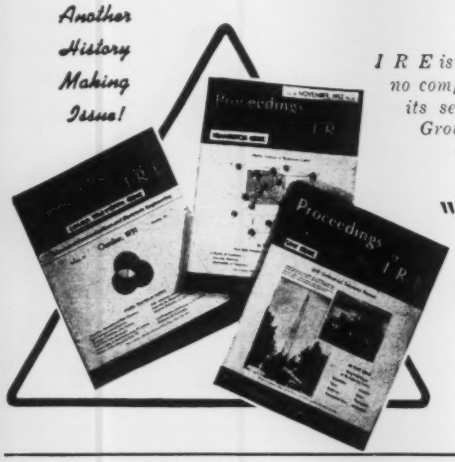
• 25 additional Color TV articles–

will also appear in this issue, which brings the reader up-to-the-minute on the developments of Color Television. Copies of the first Color Television issue are still available and combined with this second Color Television issue will form a complete bibliography of major historical importance. Also included in the January issue will be a complete listing of the N.T.S.C. system specifications as submitted to the F.C.C.; and field test reports on the system's performance.

in "Proceedings of the I·R·E" January '54

Available to non-members for $3.00. Extra copies to I R E members are $1.25. All members get one copy free!

Another History Making Issue!



I R E is an organization of 33,312 member-engineers. There are no company memberships. Operating continuously since 1913, its sections meet in 78 cities. 21 specialized Professional Groups widen the scope of its member-services and 40 technical committees help the industry.

"Proceedings of the I·R·E"

Published by

THE INSTITUTE OF RADIO ENGINEERS

1 East 79th Street, New York 21, N. Y.

Please place orders before December 10th.

Ziv's 18th Anniversary Sees Record Business

FREDERIC W. ZIV, president of the Frederic W. Ziv Co., announced last week that business in both the radio and television phases of the company's operations stands at a record high. The Ziv organization celebrates its 18th anniversary this month.

He declared that Ziv business "this year has far exceeded that of any in comparable months of preceding years and strengthens my belief that as long as stations are offered good programming and merchandising, radio will continue to grow stronger."

Mr. Ziv said Ziv Television Programs, subsidiary of the Ziv radio company and producers and distributors of television films, has reported grossing 50% more business in the first ten months of 1953 than in the corresponding period of 1952. He noted that the latest Ziv tv show, *I Led Three Lives*, currently is sponsored on 111 stations.

Mr. Ziv added that World Broadcasting System, affiliate of the Ziv Co. and distributors of transcribed sales and program service, recently announced a record-breaking business, with more than a thousand station subscribers.

Commenting on the 18th anniversary of the company, Mr. Ziv pointed out there are 294 years of cumulative service within the organization. He singled out such long-time employes as John L. Sinn, executive vice president of the radio company and president of the television subsidiary, 17 years; Joseph L. Moore, treasurer, 16 years; M. J. Rifkin, vice president in charge of tv sales, 15 years; Leo A. Gutman Jr., advertising director, 15 years, and Alvin E. Unger, vice president in charge of radio sales, 14 years.

Keystone Adds 8 Outlets

ADDITION of eight new affiliates was announced Monday by Keystone Broadcasting System, making the total, 680. New stations are WCEH Hawkinsville, Ga.; KWGB Goodland, Kan.; KCIL Houma, La.; WTUP Tupelo, Miss.; WNNC Newton, N. C.; WIAM Williamston, N. C.; KWRO Coquille, Ore., and WAZY Waynesboro, Pa.

Shows on Air Power

THE FIRST of six radio shows titled *Air Power in an Age of Peril*, dealing with military aviation, aircraft manufacturing, air transport and congressional action, on air power, all sponsored by the American Legion, is ready for distribution. The first program concerns light planes and helicopters. Participants in a panel discussion are Fred B. Lee, Civil Aeronautics Administrator, and Lt. Col. William P. Mitchell, commander of a helicopter squadron.

BROADCASTING
TELECASTING

TV FILM features

Through this Door will pass the world's most fortunate sponsors!

It's the most famous door in America. Its eerie creaking has been heard by millions and millions of potential customers.

It is a sound so distinguished, in fact, that it is one of the only 2 ever granted a U. S. Government copyright. You heard it when the door opened on "Inner Sanctum" . . . America's best-known radio thriller.

Now this door is going to be seen as well as heard, for "Inner Sanctum" now comes to Television. This is a million-dollar production. Its visual impact will be tremendous.

"Inner Sanctum" can be *your* "open sesame" to big audiences, high ratings, new sales records. And it is an opportunity that can come to only one advertiser in each area.

During 10 years on radio, it moved millions of dollars worth of merchandise *consistently* . . . for America's smartest advertisers, including Colgate-Palmolive-Peet, Thomas J. Lipton, Emerson Drug, Carter Products, Mars Candy. And their sponsorships were *renewed for a total of 46 times!*

"Inner Sanctum" is now available *to you* in 39 brand-new half-hour films—available with a *proven,* ready-made audience—for your own exclusive local or regional TV sponsorship.

Open the door to "Inner Sanctum" by calling or wiring today!

NBC FILM DIVISION

NEW YORK • CHICAGO • LOS ANGELES

Serving All Sponsors...Serving All Stations

DUFFY'S TAVERN

Starring

ED GARDNER as "ARCHIE"

and featuring

ALAN REED as "FINNEGAN"

PATTEE CHAPMAN as "MISS DUFFY"

JIMMY CONLIN as "CHARLIE"

DUFFY'S TAVERN, produced by HAL ROACH Jr., comes to television with 39 NEW ½ hour custom made TV films

Ready for January 1st air date . . . for local, regional, and national spot sponsorship!

MOTION PICTURES FOR TELEVISION, INC.

655 Madison Avenue, N. Y. 21, N. Y. — *Film Syndication Division*

For auditions, prices, and sales plan... write, wire, or phone:

HERB JAFFE
655 Madison Ave.
New York City
TEmpleton 8-2000

FRANK O'DRISCOLL
2211 Woodward Ave.
Detroit, Michigan
Woodward 1-2560

JOHN W. McGUIRE
830 N. Wabash Ave.
Chicago, Ill.
WHitehall 3-0786

MAURICE GRESHAM
9100 Sunset Blvd.
Los Angeles, California
CRestview 1-6101

features

- Ten stages in the making of a tv film. Page 90.
- How to tie in premium offers with spot film shows. Page 92.
- A locally produced station promotional film. Page 98.

film maker

Martin N. Leeds

AS executive vice president in charge of production for Desilu Productions, Hollywood, Martin N. Leeds finds himself doing the kind of work he likes with the kind of people he likes to do it with, which comprises his formula for happiness.

His early decision to go into the business field led him to study law. Born 37 years ago in New York City, he soon displayed evidence of knowing exactly what he was doing by speeding through New York U. liberal arts and law schools in six years. He received his B.S. in history and economics in 1936 and his LL.B. two years later, at which time he was admitted to the N. Y. Bar.

Following graduation, the dynamic Mr. Leeds spent the next year as associate general counsel for a union, working on the first wage and hour case under the new law. Then, to acquire a background in general legal practice, he worked for a New York attorney during 1940 and specialized in tax problems.

His next association was with Wabash Appliance Corp., Brooklyn, as director of personnel and assistant to the president. He resigned to join Davis & Gilbert, New York law firm, and from 1942-44 served as industrial and business relations consultant to Best Foods Inc.

From this affiliation came his reputation as a troubleshooter, which served him well when he moved to Los Angeles to become director of industrial relations for the then newly unionized Flying Tiger Line. He had been admitted to the California Bar by the time he left the firm in December 1947.

Three days later Mr. Leeds joined CBS in the newly created job of West Coast business manager of network programs. He handled such radio shows as *Suspense, My Friend Irma, Our Miss Brooks, My Favorite Husband, Jack Benny* and *Amos 'n' Andy*. His duties were then enlarged and he became associate director of business affairs for both radio and television. When he left in March 1953 to assume his current position with Desilu, he was then controlling the budgets on *Burns and Allen, Amos 'n' Andy, I Love Lucy, Our Miss Brooks* and *Jack Benny* as director of business affairs for CBS-TV.

Having argued money with Desi Arnaz, Desilu president and co-star on CBS-TV *I Love Lucy*, for two years, Mr. Leeds still finds himself in that position. His current duties involve handling or supervising union and contract (production and talent) negotiations, tax and legal problems, purchase of equipment, filming outside packages, screening new program ideas, checking costs and network-advertising agency contacts.

Desilu, an organization which has grown in two years from scratch to a $6 million property, will this year produce two-and-a-half hours of tv film weekly, more than twice the amount of film being produced by any major motion picture studio.

Substantiating Mr. Leeds' theory that the majority of dollars spent should appear on the screen, Desilu is putting its profits back into the programs, endeavoring to develop better video techniques. The firm also plans to develop and produce new film packages.

Additionally, the company has created a special commercial division, spearheaded by Mr. Leeds, for the express purpose of aiding the advertising agencies in the production of their commercial messages.

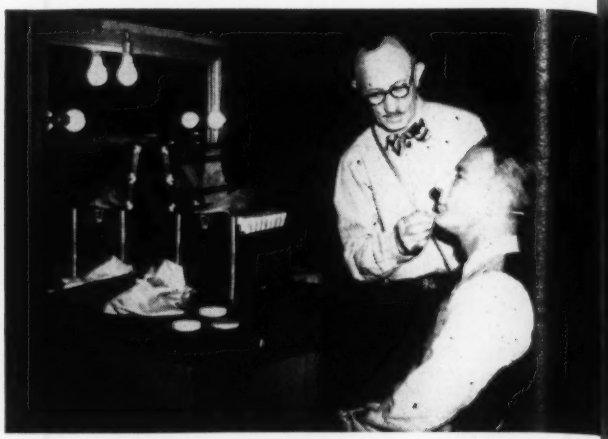
Desilu is currently handling the technical filming of NBC-TV's *Letter to Loretta* (Loretta Young) for Lewislor Enterprises, ABC-TV's *Where's Raymond* (Ray Bolger) for B & R Enterprises and ABC-TV's *Make Room for Daddy* (Danny Thomas) for Marterto Productions.

Mr. Leeds and his wife, Doris, make their home in Studio City with their son Richard, 4.

Ten Stages In The Making Of A Tv Film Show

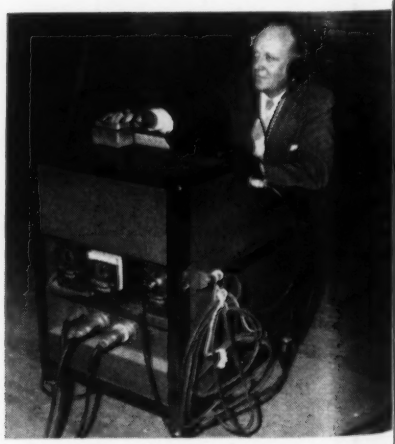
As tv shows go, 'The Big Playback' is comparatively simple to produce. It's a 15-minute sports program, produced by Screen Gems Inc., New York. It stars Bill Stern and features mostly commentary by Mr. Stern and interviews between him and leading sports figures.

But even as unpretentious a production as this requires plenty of planning and plenty of manpower behind the cameras. In these photographs, the 10 major stages of shooting a single show are shown, beginning from the moment that Mr. Stern gets his greasepaint.



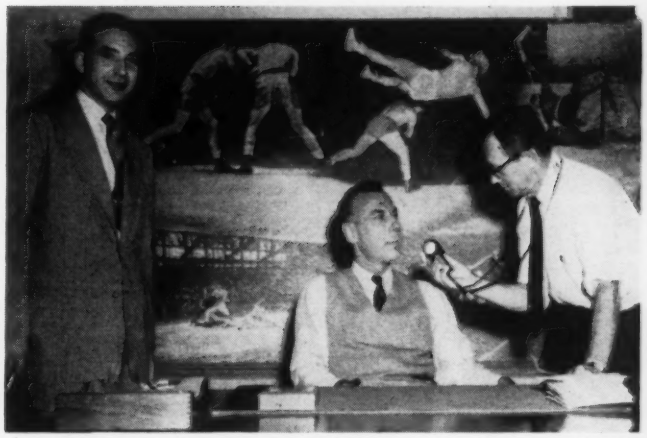
1. *Bill Stern's shooting schedule begins with makeup, being applied here by Randolph G. Liszt.*

4. *Electrician Art Jones turns on set lights under direction of chief electrician, Wallace Skidmore.*



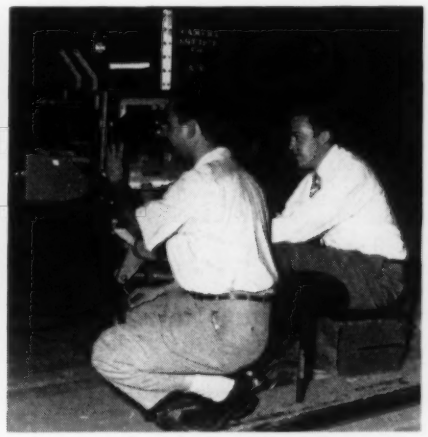
8. *William Jordon, sound engineer, flashes recording room and rings bell warning stage is in action.*

2. *Ben Berenberg, producer-director, goes over day's shooting schedule with Mr. Stern.*



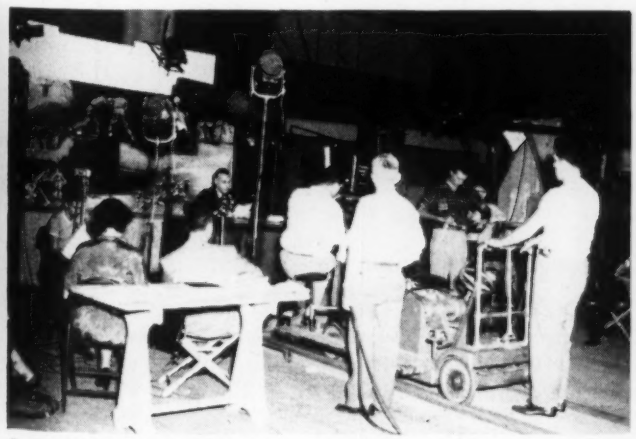
3. *Sol Roizman, cameraman, takes light reading which will enable him to adjust camera lenses.*

5. *Matt Keehan, boom man, moves microphone into proper position to pick up sound.*



6. *Victor Valenzio, assistant cameraman, checks focus as George Rescher, cameraman, awaits first take.*

7. *Mr. Berenberg calls out, "Settle down, everybody." Script girl beside him is Connie Rizzo.*



9. *At Mr. Berenberg's order, camera starts. Moment later he calls, "Action," and first scene starts.*

10. *Here's how finished product looks. Here Gene Tunney is interviewed by Mr. Stern.*

Guild Films has developed a unique method of tieing in a premium campaign with a television film show sold on a spot basis to different sponsors in different markets. Here's how it works.

Adding Premiums To Spot Film Shows

By Reub Kaufman

WHAT makes a premium campaign successful over television?

The answer is that before the campaign is inaugurated, it must be fortified by four prerequisites:

- A sponsor who recognizes an opportunity.
- A gimmick.
- A consumer group enthused to a high degree of receptiveness.
- And behind the gimmick a worthwhile product or service to which the gimmick is the sales key.

At least that has been the experience of Guild Films Co. in its successful promotion of Liberace records as premiums.

Obviously there are other factors. But these four are the basic ones on which to build a premium promotion. Then come the most important of all factors—a well balanced combination of these four, plus the right timing.

In the past six months, Guild Films has delivered to sponsors of the Liberace show more than 50,000 records which they in turn gave away as premiums. The Liberace record promotion has proven a veritable business bonanza for the sponsors using it, since each record given away is tied to either the sale of a product or to sale of a service. The number of Liberace records being processed for that purpose is increasing weekly. New sponsors are joining the premium promotion with unusual enthusiasm.

As is generally known, a good many of the Liberace sponsors are banking institutions. Contrary to the prevalent opinion that bankers are staid, stick-in-the-mud individuals, Guild Films has found them on their toes, alert to public impact and public reaction—in short, they fulfill the first prerequisite, "sponsors who recognize an opportunity."

The Citizen's National Trust & Savings Bank of Los Angeles led off the Liberace record promotion parade. Sponsoring Liberace in a live television show over KLAC-TV Los Angeles, it was the first to launch the campaign. The arrangements were similar to those that have since been made with other sponsors.

The deal is this: Liberace cuts a record with Columbia Records Co. especially for the sponsors. At the present time the platter bears on one side Brahms' "Lullaby" in a special arrangement by Liberace and on the other side, "Dark Eyes," played and sung by Liberace. The sponsor's name is on the label of the record, and also on the sleeve, containing the record. The orders come through Guild Films.

Drive for Savings

The campaign started with the Citizen's National announcing during its commercial over the Liberace show that it was offering the record to anyone opening a new savings account of $10 or more. It repeated the announcement on three telecasts.

The results were so phenomenal that Harry E. Peterson, vice president and advertising director of the bank, was moved to write a letter to Don Fedderson, then general manager of KLAC-TV.

The banker wrote: "The offer produced nearly 2,500 new savings accounts with initial deposits totalling close to $500,000 and with accounts averaging $200 each. This business came to us as a result of one brief commercial on each of three shows during our second 13-week series. Many folks are still coming into the bank to open new savings accounts and to ask for a copy of the record."

Other banks have since followed in the footsteps of the Citizens' National, all of them registering the same tremendous responses.

Thus, the Valley National Bank of Tucson, Ariz., virtually upset all banking statistics with the Liberace record offer. M. G. Reade, advertising director of the institution, sent a series of letters and telegrams to Guild Films about it.

In a telegram June 30, Mr. Reade messaged: "Our seven-week offer of an exclusive Liberace record with every new savings account of $10 or more has just passed $1 million in deposits."

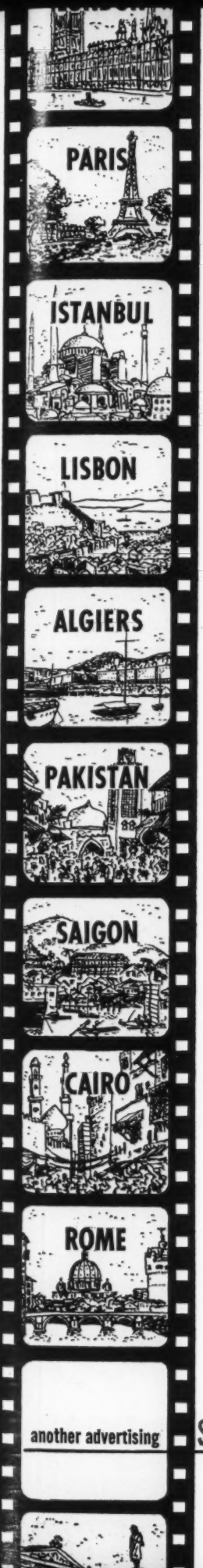
In an earlier letter on June 18, Mr. Reade gave an "inside look" into the methods used by a sponsor "who recognizes an opportunity." He revealed that the Valley National Bank made its first announcement of the record offer on May 18. The letter adds:

"We repeated the offer on at least one of the two commercials every week through June 9. In addition, we prepared countercards, with a record on display and a photo of Liberace for all of our offices in tv areas (25 offices). Our employes received weekly bulletins telling them how the record offer was going . . . urging them to tell their friends and to establish "Liberace" parties on tv night. . . ."

The letter then says that the average account ran to over $750, instead of the $10 minimum—and that "many five-figure accounts were opened." It added: "Since this offer was made only on television, to capitalize on the artistic popularity in non-tv areas, we have moved to newspaper and radio media as well. While this latter move was made only a few days ago, we promptly ran out of records."

Since the Liberace show, which is now sponsored in 125 markets, has other sponsors besides banks, notably many food companies, the record premium idea was offered

Mr. Kaufman is president of Guild Films Co.



to adventure...

for the whole family

BIFF BAKER, U.S.A.

FIRST RUN...available in over 120 TV markets!

- 26 half-hour films, already completed . . . produced in Hollywood expressly for TV
- Network quality at *local* prices
- A new and different *family* adventure series...without the conventional blood and thunder . . . safe and satisfying for the kids
- Full of overseas intrigue and color with Alan Hale, Jr. and Randy Stuart as an American husband and wife behind and in front of the Iron Curtain
- For local and regional advertisers—two young, fresh American stars to help merchandise products.

Check your nearest MCA-TV office for first or re-run availability and private audition screening TODAY!

another advertising SHOWCASE ON FILM from

MCA-TV Ltd

NEW YORK: 598 Madison Avenue — PLaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863
ATLANTA: 611 Henry Grady Bldg. — LAmar 6750

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	No Network Service	American Machine Scott Paper Greyhound Omnibus		Revere Meet the Press L
6:15				
6:30	BB Pens Gemex Ekco—alt. George Jessel Show	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Johnson Wax Life with Father & Mother		P&G Winchell-Mahoney L
7:15				
7:30	Co-op Frank Leahy Show	Am. Tobacco Private Secretary L st. 11/22 Jack Benny every 3rd wk		Reynolds Mr. Peepers L
7:45				
8:00	Notre Dame Football Co-op	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45			Clorets Chlorophyll Gum & Kreisler Mfg. Co. Rocky King, Detective	
9:00	Gruen-Carter W. Winchell	General Electric Fred Waring Show L		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	B.&W. Orchid Award			
9:30	Hazel Bishop Peter Potter Show	Bristol Myers Man Behind the Badge L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00		P. Lorillard The Web L	Mogen David Wine Corp. Dollar A Second	P&G Letter to Loretta F
10:15				
10:30	B. Graham Hour of Decision	Jules Montenier alt. wks. Remington Rand What's My Line L	R. J. Reynolds Tobacco Co. Man Against Crime	Man Against Crime R. J. Reynolds F
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15	Amer. Home Prod., News John Daly		Marge & Jeff	
7:30	Duffy-Mott Jamie	GM-Oldsmobile News L		C. R. Chem. A. Murray Party L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich	Bauer & Black 20 Questions	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15				
8:30	Of Many Things S	Lever-Lipton Godfrey's Talent Scouts L	The Big Issue	Firestone Voice of Firestone L
8:45				
9:00	Junior Press Conference S	Philip Morris I Love Lucy F		RCA Victor Show (Dennis Day) L
9:15				
9:30	The Big Picture F S	Gen. Foods Instant Maxwell Coffee L Red Buttons Show	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	This Is The Life F S			
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45			Ringside Interviews	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15	Amer. Home Prod., News John Daly		Marge & Jeff	
7:30	duPont Cavalcade of America	Amer. Cig. & Cig. Co. News L		Dinah Shore Show Chevrolet L
7:45		Jane Froman		Camel News Caravan L
8:00	No Network Service	Wrigley Gene Autry Show F	Admiral Corp. Life Is Worth Living	Buick, Berle Show (2 of 3 weeks) (8-9)
8:15				
8:30		Pharmaceuticals, Inc. Red Skelton	Benson & Hedges Pantomine Quiz (alt.)	Gen. Fds. Hope Show (3d week) (8-9)
8:45		Carter Prod. This Is Show Business (alt. wks.) Schick, Inc. This Is Show Business		
9:00	American Tobacco alt. Speidel Make Room for Daddy			P&G Fireside Theatre F
9:15		Electric Auto-Lite Suspense L		
9:30	U.S. Steel United States Steel Hour alt. with Motorola The Amer. TV Hour			Armstrong Circle Theatre 9/1 L
9:45		Block Drug Danger L		
10:00				P. Lorillard Judge for Yourself L
10:15				
10:30	American Chicle Swanson (alt. wks.) The Name's The Same L	Alcoa See It Now		
10:45				Mutual of Omaha, Bob Considine
11:00		News & Sports Tu&Th		
11:15 PM				

ABC

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	Amer. Home Prod., News John Daly
7:30	Sterling Drug Mark Saber
7:45	
8:00	At Issue S
8:15	Through The Curtain S
8:30	
8:45	Film
9:00	
9:15	
9:30	Wrestling from Rainbo L (except WABC-TV) (9:30 to Midnite)
9:45	
10:00	
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Local			
11:45				
12:00 N	Better Living Theater Film			
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	Gerald Johnson			Youth Wants To Know L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		CBS News M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00				
10:15		Arthur Godfrey See footnote for time * Wheel of Fortune F 10-11 a.m. S		
10:30				Glamour Girl L
10:45				
11:00				Hawkins Falls L
11:15		I'll Buy that Fri. Only		The Bennetts L
11:30		C-P-P (MWF) 11:30-12 N Strike It Rich L		Three Steps To Heaven L
11:45				Follow Your Heart L
12:00 N		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		
12:15 PM				
12:30		Amer. Home All Products Love of Life		
12:45		P&G Search for Tomorrow		
1:00		P&G Guiding Light		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30				
12:45				
1:00				
1:15				
1:30 PM				
1:45				
2:00				
2:15				
2:30				
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3:00				
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3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

Animal Time S
Sweets Co. Tootsie Hippodrome
Brown Shoe Co. Smilin Ed McConnell
Ralston-Purina Space Patrol F
Local
Gen. Foods Post Cereal Div. Rod Brown, Rocket Ranger
National Dairy The Big Top L
Gen. Mills The Lone Ranger
11-11:30 Tom Corbett Space Cadet Int'l Shoe Co. (Alt.) with Secret Files of Capt. Video

XUM

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM			*Capt. Video*	
6:15			*Marge & Jeff*	
6:30	Amer. Home Prod., News John Daly	Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Dinah Shore Show Chevrolet L
6:45	General Mills Lone Ranger F	GE Jane Froman		Camel News Caravan L
7:00	Thor Ekco—alt. Quick as a Flash	Gen. Elec. Meet Mr. McNutley		DeSoto-Plymouth Groucho Marx F
7:15				
7:30	Sherwin-Williams Pall Mall Where's Raymond	Singer Swng. 4 Star Plhs. Weekly	Associated Tide Water Oil Broadway to Hollywood	Borden T-Men in Action F
7:45				
8:00	J. B. Watchbands Back That Fact	Lever Lux Video Theatre L	DuMont Labs What's the Story	Chesterfield Dragnet F
8:15				
8:30	Kraft Foods Television Theatre L	Lever Rinso Big Town F		Ford Theatre F
8:45				
9:00	Kraft Foods Kraft TV Theatre	Philip Morris Philip Morris Playhouse		U.S. Tobacco Martin Kane
9:15				
9:30				
9:45				
10:00	Local	Carter Prod. City Hospital (alt. wks.) Toni, Inc. Place the Face (alt. wks.)		
10:15				
10:30				
10:45		News & Sports Tu&Th 11-11:15		
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM			*Capt. Video*	
6:15			*Marge & Jeff*	
6:30	Amer. Home Prod., News John Daly	GM-Oldsmobile News		Coca Cola Eddie Fisher
6:45	General Mills Stu Erwin F	Chesterfield Perry Como		Camel News Caravan L
7:00	Lambert Hotpoint (alt.) Ozzie & Harriet F	Gen. Foods Baker's Food Prod. Mama L		Dave Garroway Show Pontiac Dealers L
7:15				
7:30	Pepsi Cola Playhouse	R. J. Reynolds Topper	*Melody Street*	Gulf Life of Riley 9/18 F
7:45				
8:00	Armour Bristol-Myers Pride of the Family	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	Simoniz & Amer. C&C Big Story L & F
8:15				
8:30	Sealy-Ekco The Comeback Story	General Foods Sanka Our Miss Brooks		Campbell Soundstage L
8:45				
9:00		Brown & Williamson My Friend Irma	P. Lorillard Chance of Lifetime	Gillette Fights 9/11 L
9:15				
9:30		American Oil Hamm Brewing Person to Person	Helene Curtis and Carter Products Down You Go	
9:45				
10:00		Longines Chronoscope		Chesebrough Greatest Fights F
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Saturday Evening News		
6:15	*Dotty Mack* S	Commerical Solvents Red Barber		
6:30	Sweets Co. TV Teen Club	*Meet Millie* S		*Mr. Wizzard* F
6:45	Ex-Lax Leave It to the Girls	Sylvania Beat The Clock L		Sunbeam Ethel & Albert L
7:00	*Talent Patrol* S	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show		Dunhill & Lady Esther Bonino L
7:15				
7:30	Co-op Music at the Meadowbrook		Westinghouse & Others-Pro Football	Pet Milk Original Amateur Hour L
7:45				
8:00	Bayuk Cigar Saturday Evening Fights L	P. Lorillard Two for the Money		Your Show of Shows L and All Star Revue (1 out of 4) L
8:15				
8:30	*Fight Talk*	Int'l Silver Alt. Wks. Simmons My Favorite Husband		
8:45	*Madison Square Garden Highlights* F S	Chrysler Medallion Theatre		
9:00				
9:15		Revlon Prods. Revlon Mirror Theatre	11:00 *Wrestling from Chicago*	Lucky Strike & Crosley Your Hit Parade L
9:30			11:05 Boyle-Midway Sports Showcase	
9:45			11:20 Wrestling Resumes	
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SUNDAY

	DuMONT	NBC
12:00 PM		*Religious Hour Frontiers of Faith* L
12:15		
12:30		*American Inventory* L
12:45		
1:00		*Amer. Forum of the Air* L
1:15		
1:30	Westinghouse & Others Pro Football	*President's Week* L&F
1:45		*Nature of Things* L
2:00		
2:15		*Excursion* L
2:30		
2:45		*Kukla, Fran & Ollie* L
3:00		
3:15		
3:30		Quaker Oats Zoo Parade L
3:45		
4:00		
4:15		Hallmark Hall of Fame Hall Bros., Inc. L
4:30		
4:45		
5:00		
5:15		
5:30		
5:45		

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
12:00 PM		Garry Moore Show (See footnote)		
12:15				
12:30		Campbell Soup Double or Nothing M-W-F		
12:45		I'll Buy That Tu& Th 2-2:30 Sponsored by Seeman Bros. Tu& Th 2-2:15 Only		
1:00				
1:15		Art Linkletter's House Party (See Footnote) 2:30-3 pm	Paul Dixon Show VCA and River Brand Rice Mills, Partial Sponsors	Kate Smith Hour 9/21 L
1:30				
1:45		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.		
2:00				
2:15		Bob Crosby Tappan Th 3:30-45 p.m. American Dairy Asso. Tu, Th 3:45-4 p.m.		P&G Welcome Travelers 9/21 L
2:30				
2:45	*Turn to a Friend* S	Action in the Afternoon 4-4:30 p.m.		P&G On Your Account 9/21 L
3:00	*Westmore Show* S	*United Nations*		*Atom Squad* L
3:15		*Choose Up Sides* S (M-F)		Gabby Hayes**
3:30				
3:45				Howdy Doody
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45				

SATURDAY

	ABC	CBS	DuMONT	NBC
12:00 PM	*Warmup Time Game of the Week*			
12:15				
12:30				Oldsmobile Press Box Preview L
12:45				
1:00				
1:15				
1:30				
1:45				
2:00				
2:15				
2:30				
2:45		Horse Racing		Gen. Motors NCAA Football Game (To Conclusion) L At Conclusion: Your Pontiac Scoreboard L
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45				

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:15-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:15-5, Wed Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-10:15 a.m. M. & W. Knomark, Tu. & Th. Kellogg.

10:15-10:30 International Cellucotton alt. days with Snow Crop Mon.-Thurs.

10:30-45 M. & W. Star-Kist Tuna—Frigidaire, Tu. & Th.

10:45-11 p.m. M. & W. Lever Tu. & Th. Toni Co.

11-11:15 M. & W. Pillsbury, Tu. & Th. Nat'l Biscuit.

11:15-11:30 Liggett & Myers M. & W. Godfrey Time M. & W. 10-11:30 Tu. & Thu. Pillsbury Mills Inc.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

Garry Moore, Mon. 1:30-45 Masland Mon. 1:45-2 p.m. Hoover Co.; Tu. 1:45-2 p.m. Cat's Paw Rubber; Wed. 1:30-1:45 Purex; Thu. 1:30-1:45 Swift & Co.; Thu. 1:45-2:00 p.m. Norge Div. Borg-Warner; Fri. 1:45-2 p.m. Converted Rice, Kellogg.

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; House Party.

DUMONT—11:30 a.m.-noon, Sat.—Alt. with "Secret Files of Capt. Video"

BROADCASTING TELECASTING

November 9, 1953

Rated Tops for coverage in the rich Central Ohio market, WBNS-TV, the nation's No. 1 test market, carries 12 of the 15 top rated once-a-week programs and 8 of the 10 top multi-weekly shows. (Columbus Telepulse, 1953.) Backing these top ratings are WBNS-TV's extensive facilities, the most complete in Central Ohio. From creative inception to on-the-air presentation, the art, film, slide, talent, copy and promotion departments continually "pay off" on the numerous test campaigns placed on this station. Such facilities are available to you for use on spot adjacencies to top network and local programs, all pre-tested for peak sales value.

wbns-tv

COLUMBUS, OHIO • CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

to them also. Many of them took advantage of the promotion.

Breast O' Chicken Tuna, which sponsors Liberace in five markets, undertook the promotion on a self-liquidating basis. It offered the Liberace record for two labels plus 35 cents to cover cost of the record and its distribution. Here is a letter from Foote, Cone & Belding, an advertising agency not given to superlatives in its correspondence with those from whom it buys television shows. Byron Mayo, of the Los Angeles office, wrote on Aug. 17:

"We need an additional 2,000 Liberace records—for our Liberace record premium offer which just keeps rolling along."

In addition to sponsor alertness, the Liberace record promotion has a single gimmick. It is an article that cannot be obtained any other way than from the sponsor. This is part of the deal with Columbia Records, and Gil McKean, who is special products director, guards this obligation zealously. The record is *not* for sale at any music store that merchandises Liberace albums or his individual records. In a sense, it becomes a collector's item.

Likewise, Guild Films has been careful on the timing of the Liberace record offer by sponsors to make sure that the third prerequisite to the success of such a campaign is there—an enthusiastic and receptive audience. Although many sponsors are anxious to launch the campaign with the telecasting of the first show, Guild Films has been advising patience. Liberace's popularity should be fully established in that area before the offer is made. As in all successful shows, it takes several programs for the Liberace performances to catch fire.

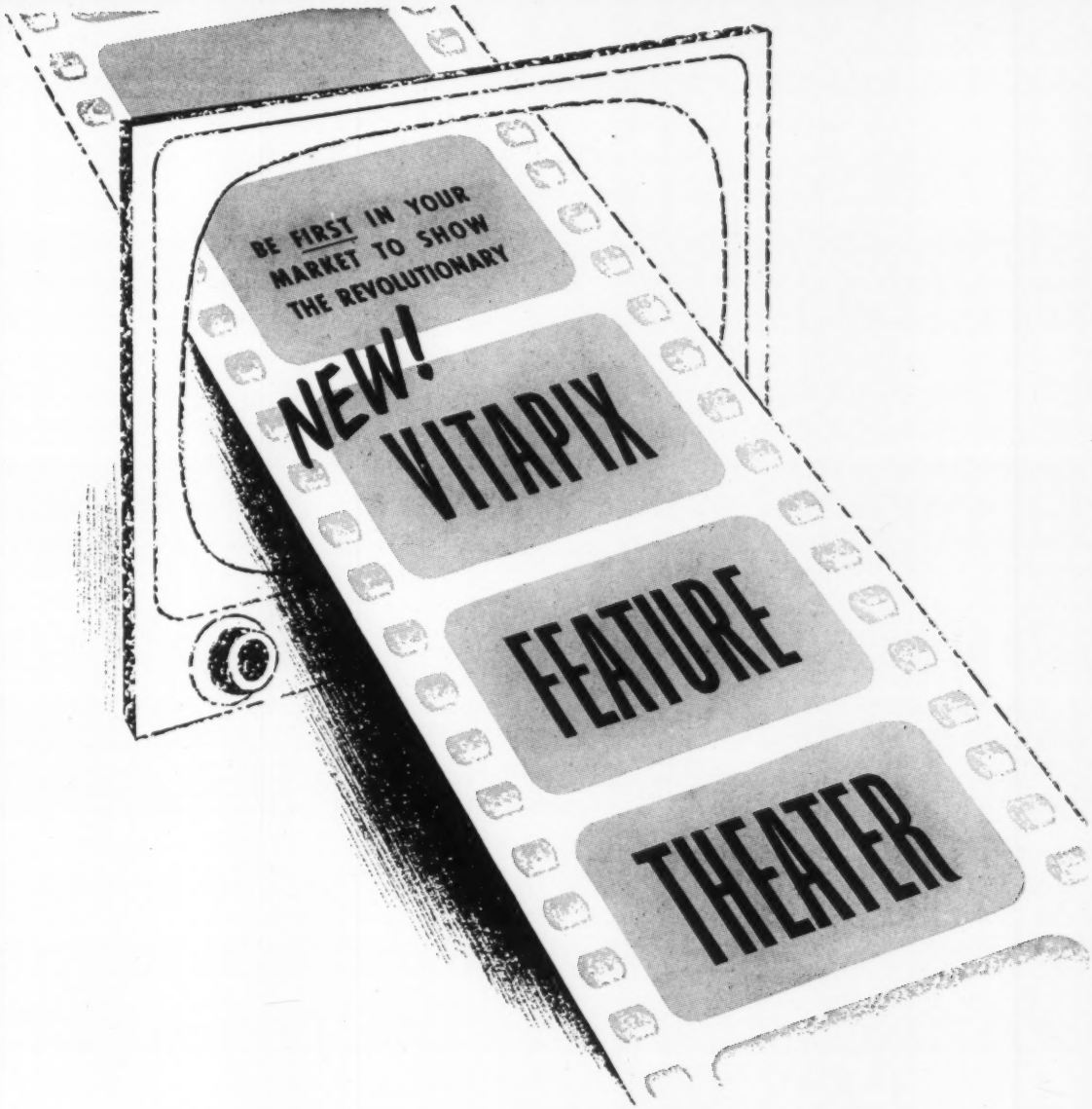
Timing Is Important

The letter of the Citizens Trust of Los Angeles pointed up that idea of timing by revealing that the premium offer was made during the *second* 13-week series. The same letter said in part: "Before the first 13 weeks had expired, we were able to trace nearly $7,000,000 worth of business directly to our tv show."

A similar procedure took place in Phoenix. Mr. Reade's letter of June 18 had said, also: "We had the Liberace show on Phoenix and Tucson stations for about seven weeks to establish the listening audience before beginning our record offer on May 19."

With the basic enthusiasm established, the record offer can be promoted through devices similar to those revealed by the Valley National Bank. The description given in the letter does not exhaust the possibilities of stirring interest in the premium. Other sponsors have used mailings extensively, envelope stuffers and circularizing of writers of fan mail.

Finally, Guild Films has learned by experience that the product of the sponsor should match the premium in quality and price range. When the premium is not too expensive, the product should be popularly priced and the service within the moderate income range. Also, the sponsor's products should be of top quality. For while the premium creates current demand for the product, the permanent demand can be sustained only by how good the product itself is.



*For the first time in history feature films produced*expressly for TV!*

26 NEW FILMS

. . . available in 70-minute
. . . and 54-minute versions
. . . using top talent
. . . many of them in color
. . . with positive pricing equitable to all
. . . and complete merchandising service

VITAPIX CORPORATION

An organization owned by TV stations, producing and distributing films for TV

FOR COMPLETE INFORMATION, PHONE, WRITE OR WIRE YOUR NEAREST OFFICE IMMEDIATELY

New York
509 Madison Avenue
PLaza 8-3013

Chicago
30 N. La Salle St.
ANdover 3-2950

Los Angeles
8949 Sunset Boulevard
BRadshaw 2-1764

*Produced by Princess Pictures, Inc.

USING FILM IN PROMOTION

A 20-minute sound film reviewing the past-to-present progress of television in the Northeastern Ohio area has been completed by WEWS (TV) Cleveland. The film details the progress of not only WEWS but also nine other existing or prospective tv station in that area, all competitive with WEWS.

The WEWS film, titled "Right Before Your Eyes," was designed to introduce viewers to the programs and personnel of new uhf stations in the WEWS area. The film made its tv debut Oct. 24 on WEWS and is set for re-showing by the Cleveland station.

Earlier the film had been shown to executives of the stations involved, newspapermen from their respective cities and Northeastern Ohio set dealers on Oct. 14.

Featured in the film are the stages of progress and activities of WFMJ-TV WKBN-TV Youngstown, WAKR-TV Akron, WICA-TV Ashtabula, WMAC-TV Massillon (now in pre-construction stage), WERE-TV Cleveland (also in pre-construction stage) and WHK Cleveland (applicant for tv), all uhf, and WXEL (TV) and WNBK (TV) Cleveland, both vhf stations.

WEWS General Executive Dave Baylor describes the WEWS two-reel sound film, produced for the Cleveland outlet by Coleman Motion Pictures, as one of the most unusual films ever made for television.

The film, after treating the uhf outlets, deals in a final section with WXEL, WNBK and WEWS.

"The whole story of how tv serves the public had to be told not by showing just WEWS, but all the stations now on the air or soon to begin operations," Mr. Baylor said.

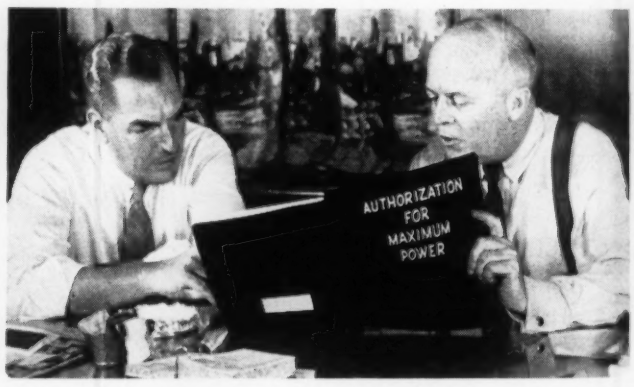
The film, according to Mr. Baylor, sketches the service rendered by tv in entertainment, education and information from seven-inch-screen and corner tavern days to the present, with new uhf stations shown as meeting needs of their communities and higher power broadening existing viewing areas.

Besides entertainment aspects, "Right Before Your Eyes" shows local newsfilm coverage (by WAKR-TV), reports by public officials (WICA-TV Ashtabula), cooking and home improvement programs (WFMJ-TV and WXEL) and educational tv (WEWS). Backstage views and construction are subjects of sequences at other stations.

WEWS has saluted other tv stations as they come on the air in its area with special film and studio programs ever since the Scripps-Howard tv outlet went on the air in 1947, Mr. Baylor said.

"Right Before Your Eyes" script is by Don Perris, WEWS director of news, special events and promotion.

WEWS (TV) promotion film traces tv from early days when crowds gathered around small-screen sets, as above.



In this scene from film J. Harrison Hartley, station director, and James C. Hanrahan, general manager, discuss future power of WEWS.

Among sequences featuring other stations is one showing how WICA-TV Ashtabula telecasts reports by city officials.

Film shows WNBK (TV) news show in production with Tom Field reporting, as he does regularly, on latest world events.

WFMJ-TV Youngstown sequence opens with Leonard E. Nasman, commercial manager, leading audience into station's studios.

Technical crewmen get to sample results of cooking show, one of WFMJ-TV productions in the WEWS (TV) film.

New studios of WAKR-TV Akron are shown from exterior in this still from the promotional film.

Interior of WKBN-TV Youngstown studios, among the most modern in the region, is used for this in-production sequence.

the WINNAH! and NEW TV CHAMPION

JOE PALOOKA

with a ready-made audience of . . .

70 MILLION FOLLOWERS

• HAM FISHER'S beloved ALL AMERICAN CHAMP . . . now brings the impact of his unparalleled influence and public acceptance to Television . . . high adventure, romance, humor, boxing . . . in a superb Hollywood production with an ALL-STAR CAST, including Joe Kirkwood, Cathy Downs, Sid Tomack and Maxie Rosenbloom.
• JOE PALOOKA, dramatic half hour series, is your best guarantee of maximum audience . . . maximum results.

2 GREAT NEW Guild SHOWS
FOR LOCAL AND REGIONAL SPONSORSHIP
PLUS . . . Comprehensive Promotion, Exploitation and Merchandising Aids

Exciting!.. Human!.. Love-able!

Life with Elizabeth

LIFE WITH ELIZABETH is 30 minutes of the gayest, funniest and most heart-warming comedy to capture the hearts of television audiences . . . starring TV Academy Award winner, Betty White, voted "Queen of Hollywood television" and featuring 'irrepressible' Del Moore..tested and proved successful on the West Coast . . . now available on film . . . your opportunity for greater sales . . . 39 episodes — half-hour weekly — sponsor's commercials cued without impairing or interrupting the show!

STARRING BETTY WHITE

OTHER GUILD SHOWS
LIBERACE
SECRET CHAPTER
INVITATION PLAYHOUSE
LASH OF THE WEST
SPORTS LIBRARY
JUNGLE MACABRE
FEATURE FILMS

Guild Films COMPANY INC
420 MADISON AVE., NEW YORK 17, N. Y.
MUrray Hill 8-5365
HOLLYWOOD PORTLAND KANSAS CITY CHICAGO CLEVELAND IN CANADA S.W. CALDWELL LTD. TORONTO

Magic in a Box

A SQUARE of gelatine appears on a bare plate, and just as suddenly, it disappears. A man sitting on a sofa is transported, in an eyeblink, to behind the wheel of an automobile.

These and other effects are achieved by Imposiiter, a device to produce special effects on either live or filmed tv commercials, offered for agency and station use by Leonard & Assoc., Hollywood. Larry Leonard, formerly a tv program packager, is president and sales manager of the firm, and inventor Robert Marks, photography and optics researcher, is vice president and chief engineer.

Currently in use on NBC-TV's *I Married Joan* series commercials, the Imposiiter is incorporated in a portable box, into which a single tv or film camera is focused. The camera is not fixed, and can be swung to other uses at will. Effects, achieved in the box, are shot directly into the film or tv camera, eliminating extra laboratory work and reducing costs, Mr. Leonard and Mr. Marks explain.

Leonard & Assoc. is offering use of Imposiiter on per program basis for live, and on footage basis for filmed commercials. Estimated basic cost for latter is $20 to $25 a foot, with full animation commercials running somewhat higher. However, important factor, according to owners, is saving on time and therefore costs. Complicated sequences can be prepared by relatively simple techniques in as little as 12 hours, they say.

The Incomparable . . .

APS TV
Production Music
LIBRARY

321 different TV Production Aid Selections, available from no other source, and built expressly for telecasters.

More telecasters use APS than any other transcription library—once you've heard this APS TV production music, you'll know why.

HERE'S WHAT YOU GET:

321 different TV Production Aid Selections —music available from no other source— all carefully coded by production experts in a specially designed catalog which actually spells out the most functional use of every single selection. Every selection precisely timed, all faithfully reproduced on 16 inch virgin vinylite lateral transcriptions for ease of handling and highest fidelity. Every selection tailored to meet the most exacting requirements.

HERE'S WHAT YOU PAY:

Just $19.50 per month on a simple one year contract basis.

Write, wire or phone.

APS "the library that pays for itself"
Associated Program Service
(A Division of Muzak Corp.)
237 West 54th Street • New York 19 • PLaza 7-7700

CHILDBIRTH ON SOUNDFILM

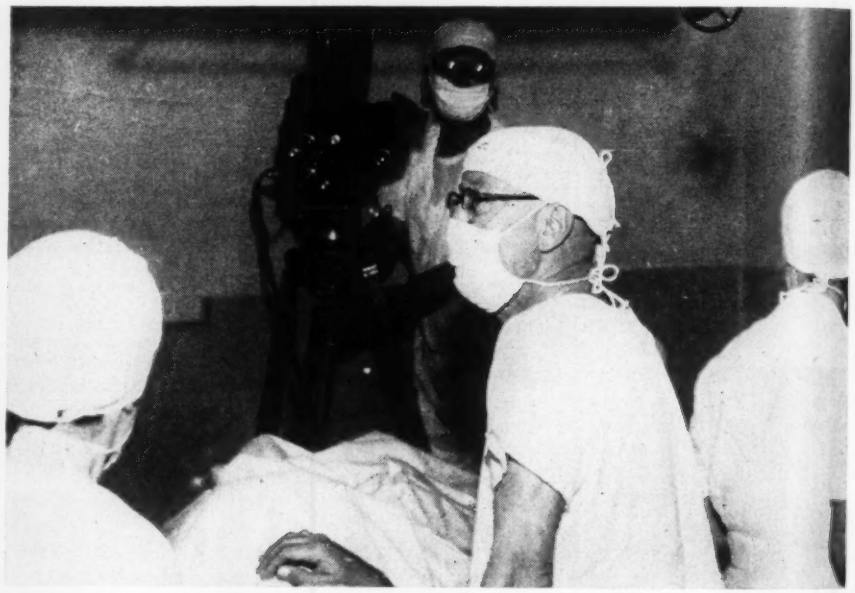
THE birth of a baby by Caesarian section, filmed by KFMB-TV San Diego, was presented as an exclusive feature on the station's local newsreel. Originally filmed to a length of 17 minutes, the reel was cut and edited to a showing time of 1 minute, 51 seconds.

Great care was taken in editing to omit scenes that would offend viewers and yet retain the succinct drama of the delivery. Paul W. White, KFMB executive editor who planned the filming, said the station received a deluge of plaudits from its viewers and that the main criticism was that the film was too brief.

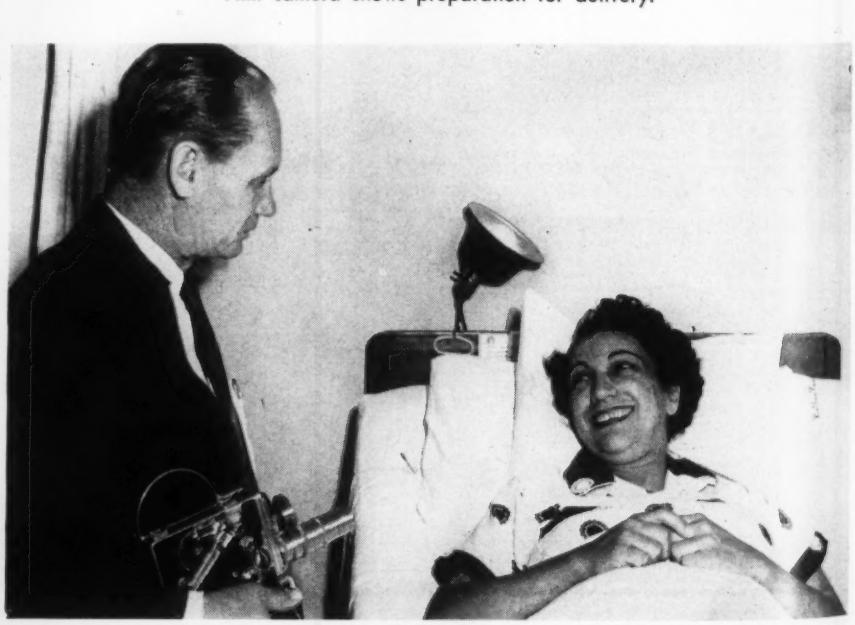
The mother, Mrs. Earl Wentworth, had given birth to a daughter by Caesarian section six years ago, and consented in the interests of medical science and with the cooperation of members of the County Medical Society to permit KFMB-TV's cameraman, Mel Forbes, to photograph the operation. Less than 24 hours before the surgery, she had been a guest on Harold Keen's KFMB-TV program, *People in the News*.

Scenes on the newsreel showed Mrs. Wentworth being brought to the operating table; a doctor administering a spinal anaesthetic; surgeons handling their instruments as they performed their task; the first view of the baby's head in the actual delivery; doctors completing their care of the baby and handing it to a nurse; a nurse bringing the baby back in its first clothes, and then a final scene as the father clasped his wife's hand in a dramatic closeup.

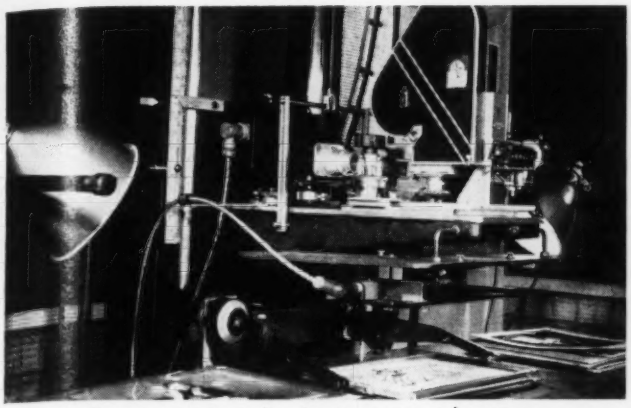
Films of the actual delivery were made with sound, recording a nurse's exclamation, "It's a boy!" followed by the baby's first cries which resounded with startling vitality and life. A longer version of the film will be shown on the program, *Your Doctor Answers*, Nov. 22 on KFMB-TV.



Film camera shows preparation for delivery.



After delivery, Mel Forbes, cameraman, chats with new mother.



Fax automatic animation camera and crane.

Synchronizing sound track with film on Fax gear.

SPECIAL GEAR CUTS FILM COST

NEW approach to making filmed tv commercials at reported two-thirds saving under ordinary costs has been developed by Hubbard Hunt, president of Hubbard Hunt Productions, Hollywood. Identified as Fax Editing Service, it utilizes special automatic equipment and the concept of letting the client do much of the work.

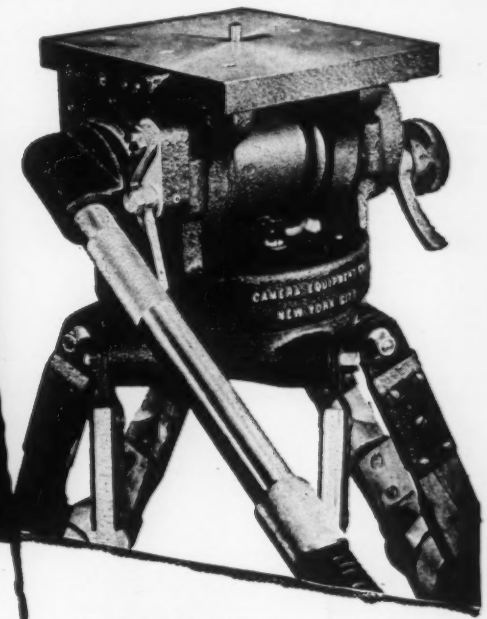
Not the usual production service which writes, organizes and films a commercial, Fax has issued many extensive production manuals to clients, whose staffs assemble and prepare art material and narration copy, which is then filmed by Fax. Much photographic and art material not normally suitable for such filming can be used with Fax step-by-step synchronization, Mr. Hunt explains, including such material as catalogue illustrations, borrowed historical or personal photographs, printed matter, lithography and actual merchandise, if small enough. Fax uses a number of special effects, including fade-in and fade-out dissolves and truck-ins and truck-outs, in addition to supplying the titles.

These production short cuts allow Fax, acting merely as a contractor—much as a printer handling advertising copy—to set standard, published rates based on length and number of films ordered. For instance, says Mr. Hunt, rates for 10 or more 10-to-20 second spot announcements are set at $75 each; similar number of one-minute spots costs $94 each. Delivery is guaranteed in 10 days from delivery of video material, with layout and tuning, photography, laboratory, cutting and synchronization and final printing.

The Fax camera and crane are designed to produce standard effects within the camera, eliminating need for optical printers and other methods, he explained.

Hubbard Hunt Productions has produced approximately 95 Fax-edited films for 25 clients in eight months of the service's operation. Included are spot announcements for Weber Bread as insert on ABC-TV *Cisco Kid* (when Duncan Renaldo, the "Cisco Kid," was injured recently, Fax made a special trailer for station showing, reassuring his young viewers), Sylvania Television and Zenith Television.

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

WINCHARGER TOWERS

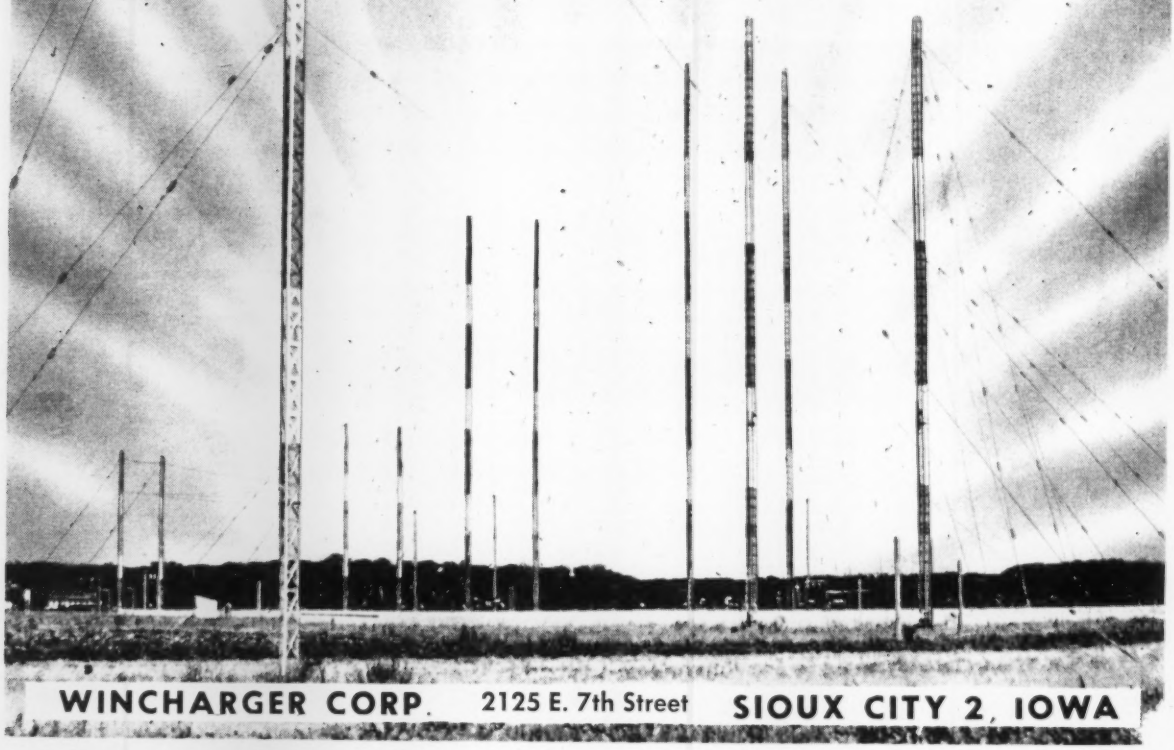
"On the Beam" for Freedom...

Into the communist darkened lands of Central Europe is directed the most effective weapon the Free World possesses—the TRUTH. The powerful "Crusade for Freedom" tower installation at Biblis, Germany, keeps this weapon unremittingly on target. Here — in a mighty curtain antenna array — you will find WINCHARGER towers used to beam the story of Freedom into the shrouded areas.

The WINCHARGER CORPORATION is proud of the role its tower installations have been chosen to play in this worthy crusade!

WINCHARGER engineering skill will help keep your message "on the beam." Whatever your tower problems, our engineers are qualified to advise you.

A new booklet describing the latest WINCHARGER towers is yours for the asking, and our consultation service is readily available to you without charge. Write — wire — or 'phone.



WINCHARGER CORP. 2125 E. 7th Street **SIOUX CITY 2, IOWA**

XUM

WTVJ WINDOW STREAMERS

WTVJ (TV) Miami has made up 1,000 window streamers which show the station's new coverage area as a result of its switch to a new transmitter and tower next January. The streamers, which also list some of the programs offered by the station, are being distributed by television wholesalers to their dealers throughout southern Florida, the station reports. The television distributors expressed the opinion at a WTVJ-distributor meeting last month that the station's new power and coverage will mean set sales exceeding 30,000 sets before February.

COOKBOOKS OFFERED

COOKBOOKS are being offered to Chicago area radio-tv listeners by WMAQ and WNBQ (TV) Chicago, NBC o&o outlets, under station promotion plan now under way. The Encyclopedia of Cooking has been prepared in the form of 24 volumes by the Culinary Arts Institute. Cookbooks have been made available through leading food chain stores on a volume-a-week basis since Oct. 1.

Waiting Room Only

KXLW St. Louis, that city's "only exclusively disc jockey station," reported last fortnight its time is sold out solid "from sign-on to sign-off," with not a single opening available for spots or program segments. This, says Les Ware, KXLW general manager, is despite the opening of the St. Louis area's third tv station last month and the existing four am network stations, five am independents and one fm station. Said Mr. Ware: "We don't feel this is an unusual condition, however, but rather proof that word-of-mouth advertising by a friendly, trusted personality . . . remains the *ne plus ultra* of advertising."

NBC SPORTS POLL

NBC Radio is polling sportscasters at each of its 200 affiliates across the country for selection of an All-American football team, it was announced last week. The ballots will be returned to NBC Sports Director Tom Gallery by Dec. 5, and will be tabulated by a panel of NBC sports personalities, including Mel Allen, Lindsey Nelson, Russ Hodges, Joe Hasel and Curt Gowdy.

SYLVANIA BOOKLET

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has recently released a booklet titled "How You Can be Sure of Television Picture Tube Quality." Questions about picture tubes are posed and answered, such as: What is a quality picture tube; how can you recognize quality; does it give a clear, sharp picture; will it last a long time; will the manufacturer stand behind his product?

PROGRAM FROM POLICE STATION

IN COOPERATION with local police, WKNE Keene, N. H., is presenting a weekly series of on-the-spot broadcasts from the Keene police station. The program is tape-recorded at the station with a background of teletype and police radio sounds to lend realism. It spotlights the police chief, who tells of police activity during the week, warns of suspicious characters reported in the area, and gives a safety message at the end of the broadcast.

COMMUNITY PROGRESS FORUM

WLEC Sandusky, Ohio, opened the second year of its community panel discussion series with a program entitled "What Can be Done to Improve Sandusky?" The program proved so popular, the station reported, that it was tape-recorded and repeated the following week, and the local newspaper printed the text verbatim. The series, aired at 12:30 p.m. alternating Sundays, is organized mainly by the Radio Committee of the local Chamber of Commerce and is moderated by the local Common Pleas Judge. Other topics discussed have been the traffic problem solution, the mental health guidance program and the housing shortage. A recent program was scheduled to be extended to an hour with the local candidates for the City Commission as guest participants.

TELECASTS FOR DOCTORS

KDYL (TV) Salt Lake City in cooperation with the U. of Utah College of Medicine is offering a tv program of post-graduate medical education designed solely for practising physicians. This is the first program of its type in the U.S., according to the station. Beginning tomorrow (Tuesday) four programs are scheduled, running through Dec. 1, after which the College will evaluate the series to determine programs to be offered in the future for the greatest advantage of the medical profession. Aired Tuesday, 7-8 a.m., the series will be telecast from Salt Lake General Hospital using a straight clinical technique with as clear a presentation as possible, the station reports. Content and language will not be slanted toward lay understanding, although the program will be accessible to the public.

'CHOOSE YOUR CAREER'

EXECUTIVES of Chicago newspapers are participating in a new educational program, *Choose Your Career*, which bowed on WBBM-TV Chicago Oct. 17. High school students query executives on all phases of the publishing business, with Frank Reynolds serving as moderator. Purpose of the program is to give as complete a picture as possible of considerations students should take into account before entering field. Panel advises them on ways of preparing for career, type of experience and how to get a newspaper job. The program is a public service feature presented by WBBM-TV's education department in cooperation with Chicago public schools, industry and manufacturers. Series is produced by Barbara Tobin and Ted Liss and directed by Don Norton.

WKY-TV CORRESPONDENCE

DANNY WILLIAMS, personality on WKY-TV Oklahoma City, recently received a letter from a little boy saying he likes Dennis Doughnuts (advertised on a spot on the show) because they're good. Mr. Williams also received a letter from the child's mother explaining that the boy who is handicapped with cerebral palsy took great pains to write the letter. Television has meant a great deal to him, she explained, and he has watched it so much that he feels "he knows all of you at WKY." In reply to the child's letter, the station sent a giant postcard (about 3 by 5 feet) with a message of encouragement and pictures of people at WKY-TV with a personal note from each.

DR. I.Q. GOES ON TV

ONE of the earliest quiz programs on radio, *Dr. I.Q.*, will make its television debut on Wednesday over ABC-TV (Wed., 9:30-10 p.m. EST) as a regular, weekly co-operative show.

Seven League Boots

RADIO is no respecter of distance. CBS Radio reported last fortnight that KNX, the network's outlet in Los Angeles, had received a note from a listener aboard a cruiser off Jacksonville, Fla., saying he had listened to a Phil Norman program carried by the station. As further examples of radio's long-distance coverage, CBS added that its own shows and those of its affiliates have been heard in Australia, New Zealand and Canada. A seaman from Worcester gleefully reported he had picked up a program from WTAG Worcester while listening to his set at the U. S. Naval Station on Adak in the Aleutian Islands — 4,800 miles away.

'FREEDOM CHALLENGES YOUTH'

A NEW program, *Freedom Challenges Youth*, made its debut Oct. 25 on WPEN Philadelphia. The format features a panel composed of students from colleges and universities in and around Philadelphia discussing the credo of the Freedoms Foundation and the rights and responsibilities of students in a democracy. In addition to panel discussions, the studio audience is invited to participate in discussions. There is also a contest in which listeners submit

THE LATEST WCKY STORY

BUSINESS IS BETTER THAN EVER ON

WCKY

OCTOBER 1953 BROKE ALL RECORDS

PUT YOUR PRODUCT ON WCKY FOR PRODUCTIVE ADVERTISING

The L. B. Wilson Station, Cincinnati

short explanations of their understanding of the problems discussed. Moderator for the series is Robert D. Breth, author and past-winner of four Freedoms Foundation Awards. Program is written and produced by Allen Gray and Frank Kent.

PARTY FOR TWINS

NBC Chicago's *Welcome Travelers* will hold a community party Nov. 11 for citizens of Alma, Mo., a village with a population of 376. Occasion is a tribute to two handicapped twin sisters, with *Welcome Travelers* stars traveling there for the program. Tommy Bartlett and Bob Cunningham will share emcee honors. Idea for the community party emerged last September when Anna and Erna Kalthoff, who are confined to wheelchairs with muscular dystrophy, appeared on the radio-tv programs in Chicago. They told the audience how the village people gave them the opportunity to live normal lives by raising money and supplying food and equipment.

USE OF FARMER'S ALMANAC

SUPPLY of the Old Farmer's Almanac in Chicago bookstores has been exhausted since last September, thanks to the efforts of WBBM-TV that city, and the station's Lee Phillip, who conducts nightly weather show, *Meet Miss Lee*, that station reports. WBBM-TV program department surveyed bookstores in the Loop and could find no copy. The station, whose only copy had disappeared thus prompting the search, had to send to Dublin, N. H. for a copy. Listeners have looked to the almanac for accurate weather forecasts which Miss Phillip compares each evening with the official U. S. Weather Bureau predictions.

LESSON ON UHF CONVERSION

WRTV (TV) Asbury Park, N. J., scheduled to telecast test pattern Dec. 1 on ch. 58, will present a discussion on uhf conversion for servicemen on Nov. 16 in one of the city's theatres. Speakers will include an antenna engineer of the JFD Mfg. Co., Brooklyn, and an expert on tuner conversion from RCA. In the past two months the station has presented a series of consumer-servicemen trade shows, exhibiting tv receivers and indicating the type tuner conversions required.

'YOUR DOCTOR ANSWERS'

AT THE request of the San Diego County Medical Society, a series of programs titled *Your Doctor Answers* has been revived on KFMB-TV San Diego, Calif., Bill Cox, program director, announced. Presented once each month on Sunday afternoon, the program features a panel of four doctors discussing a medical question posed by Ray Wilson, moderator.

PARKING VIOLATORS

JACK MILLS, news director at KSIB Creston, Iowa, broadcast the complaints of parking violators paying the 25¢ fine for not putting a nickle in the city's newly-installed parking meters. Mr. Mills concealed a tape recorder and microphone at the desk of a local police station in order to pick up the candid complaints of the people receiving parking tickets. The result was two hours of recordings which Mr. Mills cut and narrated ala *Dragnet*. Another result, Mr. Mills reports, is that the attitude of fine-payers has changed considerably—they come in, look for the concealed mike, he says, and act very pleasant.

Tv in Taos

SWARMS of Indians stormed into the 340-year-old plaza at Taos, N. M., last fortnight. The pueblo people, not on the war path, came to view Taos' first successful television reception, according to an AP dispatch. After Dick Gainer, local appliance dealer, had made several futile attempts with various aerials to bring in other stations, he was successful in obtaining a clear picture when KOB-TV Albuquerque tested its new transmitter site about 110 miles away, the report said.

KCEN-TV BARBECUE

FOUR full pages of pictures in the *Temple* (Tex.) *Daily Telegram* welcomed KCEN-TV to the Temple-Waco area. Pictured were the station studio and many photographs of the barbecue given Oct. 20 in honor of the station's debut. Most of the pictures were of the barbecue's entertainers as well as the 2,000-person crowd lining up for 800 pounds of beef that were dished out at the event, the cut lines explain.

ORANGE BOWL CONTEST

KELLOGG CO., Battle Creek, Mich., which sponsors the first half-hour of ABC-TV's *Super Circus* each Sunday, has started a four week Orange Bowl football contest, offering some 103 prizes to winners. Contestants are asked to complete statements, in 100 words or less, which start: "I think the (school name) high school team of (town and state) should go to the Orange Bowl game Jan. 1 because . . . ." First prize will be 35 all-expense trips to Miami and 50-yard line seats for the game, plus $2,500 cash for the school's athletic fund and a $1,000 savings bond. *Super Circus* originates in Chicago,, 4-5 p.m. CST.

'YOUTH LOOKS AT POLITICS'

A NEW educational series, *Youth Looks at Politics*, has been started on KYW Philadelphia. Set up in cooperation with the Board of Education, the program originates each week from an American History classroom in one of the city's public high schools. A panel of 12th-grade students question a leading Philadelphia political authority on a current issue involving local or state politics. Program is aired Thursday at 8:30 p.m. with KYW newsman Paul Taylor as moderator. Producer is Grady Edney.

'ROMEO AND JULIET'

NBC will present a two-hour broadcast of the Old Vic Theatre production of Shakespeare's *Romeo and Juliet*, co-starring Claire Bloom and Allen Badel, this Saturday from 6-8 p.m. EST. This is said to be the first radio performance of the forthcoming RCA Victor recording of the play and the second presentation in NBC's *Old Vic Theatre* series.

PROGRAM FROM NIGHT CLUB

WWRL Woodside, L.I., will broadcast a two-hour disc jockey show every night from 11 p.m. to 1 a.m. from Marty's Riviera, Brooklyn night club. The program will be beamed primarily at the New York Negro market. In this connection, WWRL announced plans for a promotion campaign in various Negro sectors of New York, including ads in Negro and New York dailies, record shop streamers and window displays, and a tie-up with 100 supermarkets.

WBEN has personalities—plus. They add *personal* punch to your sales message. Buffalo-area audiences *believe* WBEN personalities.

Call or Write any CHRISTAL Office in New York, Chicago, San Francisco, Boston or Detroit.

BUFFALO EVENING NEWS STATION

RUST HAS SOLD MORE BROADCAST REMOTE CONTROL SYSTEMS THAN ALL OTHERS COMBINED

WHY?

oldest in experience!
most for your money!
most flexible!
most dependable!
most capacity!
most copied!

and now

NO ADJUSTMENTS
NO TUBES TO FAIL
NO DELIVERY DELAYS
EASIER TO INSTALL

RUST LED THEM ALL IN DEVELOPMENT
RUST LEADS THEM ALL IN VALUE AND QUALITY

write, wire, or phone

the rust industrial company, inc.

608 WILLOW STREET — RUST INDUSTRIAL CO. — MANCHESTER, N. H.

Agencies

Thomas J. Ross Jr. elected vice president of Ruthrauff & Ryan, N. Y.

W. James Bridges and **Jack C. Sharp** form new agency, **Bridges-Sharp & Assoc.** with offices in Callahan Bldg., Dayton, Ohio. Mr. Bridges was vice president of Guenther, Brown & Berne Agency in charge of its Dayton office. Mr. Sharp owned and operated Adv. Enterprises, Cincinnati.

E. D. Geoffrey Garth, account executive at Lee Ramsdell & Co., Phila., elected vice president.

Fred Tobey, founder and president of Fred Tobey Assoc., has closed organization to join Abbott Kimball Co., N. Y., as creative executive and member of plans board.

B. Morgan Scherer and **Thomas E. Jasper** appointed vice presidents of LaGrange & Garrison Inc., Indianapolis. Mr. Scherer was copy director for agency and Mr. Jasper was account executive.

Norman S. Livingston, vice president in charge of radio, television and motion pictures, Edward Kletter Assoc., N. Y., has resigned, effective Jan. 1.

James Baxter appointed chairman of board of McKim Adv. Ltd., Montreal and Toronto, with **D. E. Longmore** elected president. **H. R. McDougal** appointed executive vice-president, **C. D. Dennis,** vice-president, named manager at Montreal, and **H. D. Roach,** vice-president, named manager at Toronto.

Gil Babbitt to Adrian Bauer Adv. Agency, Phila., as television director.

John J. Remillet Jr. to Grant Adv., N. Y. as account executive for five eastern regions of Dodge Div. of Chrysler Corp.

Anthony Joseph Walton to staff of Lohmeyer, Adleman & Montgomery, Phila., as production manager. He was formerly employed with Robert Adleman & Assoc., Phila., also as a production manager.

Russell R. Torreson, formerly with Tri-State Adv. Co. to J. Cunningham Cox, Phila., as assistant director of radio and television. **Thomas E. McCarty** to agency as account executive. Mr. McCarty was formerly associated with Reuben Donnelly Corp. **Anthony J. Padden** formerly with *Philadelphia Evening Bulletin,* named account executive at Cunningham.

Albert H. Kane, account executive, Hewitt, Ogilvy, Benson & Mather, N. Y., to Vick Knight Agency, Hollywood, as assistant to **Mr. Knight.**

Aubrey C. Green, radio director of Winnipeg office of McConnell, Eastman & Co. Ltd., named tv director of agency's Winnipeg office.

Edward W. Cottingham, D'Arcy Adv., N. Y., to Warwick & Legler, N. Y., as art director.

George Wichterman to media staff of John Falkner Arndt & Co., Phila. He was formerly with Neal D. Ivey Agency, same city.

Samuel G. Michini formerly with Link Belt Co., and **William Drake,** formerly with Brown Instrument Div., Minneapolis-Honeywell Regulator Co., Phila., to Harris D. McKinney Inc. Phila. agency, as copywriters.

Floyd G. Van Etten, former account executive at NBC Chicago to radio-tv department of J. Walter Thompson Co., same city.

'Toast to Met'

WHO SAID television is for low-brows? Ed Sullivan asked that the tv studio audience for his *Toast of the Town* program last night (Sunday) wear formal attire for the special "Toast to the Met" show in commemoration of the 70th anniversary of New York's Metropolitan Opera House. They only concession to this ruling was that balcony audiences, as at the Met, could forego evening clothes. The program originated from the Opera House with a cast including Rise Stevens, Richard Tucker, Hilda Guedin, Cesare Siepi, Robert Merrill and Roberta Stevens.

Barbara Kimbrell, publicity department, Young & Rubicam Inc., Hollywood, to Benton & Bowles Inc., same city, in similar capacity.

A. Hays Busch, account executive, West-Marquis Inc., L. A., to Stromberger, Lavene, McKenzie Inc., that city, in same capacity.

Stations

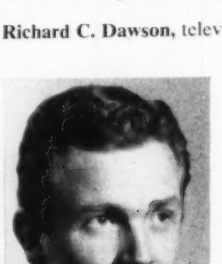
Charles F. Grisham, general sales manager for WLWA (TV) Atlanta, appointed to newly created executive post of local sales manager at WABT (TV) Birmingham, Ala.

Mr. Grisham

Lloyd B. Gibson, account executive and program director at WEBR Buffalo, N. Y., to WBBF Rochester, N. Y., as sales manager.

John E. North, account executive Chicago office of WOR-TV New York, appointed sales manager of KEDD (TV) Wichita, Kan. Mr. North formerly was vice president in charge of Radio Representatives in Chicago.

Richard C. Dawson, television account executive for Paul H. Raymer Co., station representative, appointed national sales manager of KACY-TV St. Louis, with headquarters in N. Y.



Mr. Dawson

Bernard W. Carnes named promotion manager of WFBM-AM-TV Indianapolis. **Dwight Barr,** WLBC Muncie, Ind., to station as announcer.

Don Lodge, former head of art department, KFOR Lincoln, Neb., promoted to production manager. **June McCracken** succeeds him. **Bob Askey,** continuity chief, now devotes full time to announcing with **Nanci DeBord,** continuity writer, replacing him as head of continuity. New manager of KFOR-AM-TV promotion department is **Miss Ruth Thone.**

Frederick Griffiths, assistant program manager at WJAR-TV Providence, named to head traffic department of station.

CKLW
MUTUAL
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
Adam J. Young Jr., Inc.
National Representative
J. E. Campeau, President
Guardian Building • Detroit 26
Measure your advertising "dollar distance" in terms of sales response! Choose CKLW, the lower cost major station to get your advertising message across in the Detroit area! . . . and watch your sales chart grow up up up!
CKLW covers a 17,000,000 population area in five important states!
50,000 WATTS
800 KC.

Al Larson, local and regional sales manager for WOW-TV Omaha, Neb., appointed commercial manager for KPHO-TV Phoenix.

Mr. Larson

Donald F. Volkman, former assistant chief of field operations for Radio Free Europe, appointed chief engineer of WRTV (TV) Asbury Park, N. J., WRTV (TV) has a target date of on-the-air test pattern for the first week of December.

Andy Scott, announcing staff of WSGN Birmingham, Ala., promoted to chief announcer. **Mary F. Childers** returns to station as promotion manager.

Harry R. Lipson appointed to newly-created post of assistant managing director of WJBK-AM-FM-TV Detroit.

Mr. Lipson

Merrill Inch, radio-newspaper executive, announces his resignation as general manager of Reno Newspapers Inc. to return to radio or tv.

Boyd Hinton Jr. and **Glen Broughman,** news director at WQUA Moline, Ill., to WRBL-AM-TV Columbus, Ga., as news director and news editor, respectively.

John Alexander has resigned his post as producer at WBBM-TV Chicago.

Johnny Most to WCOP Boston as sports director.

Charles R. Tranter, WNAE Warren, Pa., to WNBF-TV Binghampton, N. Y., as director.

Carl G. McCrillis, sales representative, KGFJ Hollywood, promoted to credit manager.

Ray Grant, assistant sales manager, WOKY Milwaukee, to KBIF Fresno as account executive.

Joe Sammon, WBRK Pittsville, Mass., to KWKW Pasadena, Calif., as account executive.

Herb Shields former time salesman-newscaster at KLBM LaGrange, Ore., to sales staff, KCSJ Pueblo, Colo.

Mildred Alexander appointed women's direc-

La Rosa Begins Own Show

JULIUS LA ROSA will begin his own series over CBS Radio today (Monday), it was announced last week by Lester Gottlieb, CBS Radio vice president in charge of network programs. The singer, dismissed by Arthur Godfrey several weeks ago [B•T, Oct. 26]), will appear on the radio network on Monday, Wednesday and Friday from 7:35-7:45 p.m. EST.

Advertisement

From where I sit
by Joe Marsh

Sheriff's "Push" Pulls a Vote

Was talking with our newly elected Sheriff Williams just the other day. He told me one about a fellow who stopped by his place late one night just before election.

"Heard a knock at the door," he said. "Fellow I never saw before. Told me his car went dead down the road and would I give him a shove. My boy, Flip, and I went out to his car with him. We're all set to push when he steps on the starter and the motor turns over.

"Well, Flip and I just stood there when the fellow leans out the window and says, 'Just wanted to make sure you're the right man to vote for.'"

From where I sit, the fellow who's quick to lend a hand makes any community a better one. But you don't have to run for office to prove you're a good neighbor. One way I know is just to have a little regard for the other fellow. Whether your neighbor likes beer or buttermilk, don't try to push *him to your choice. Just give him your "vote of confidence."*

Joe Marsh

Copyright, 1953, United States Brewers Foundation

JACKSON'S
(MISSISSIPPI)
1st VHF
TELEVISION STATION
WSLI-TV

. . . can help you get your share of the whopping $788,526,000 in retail sales which are rung up each year in this rich central Mississippi market.

WSLI-TV
CHANNEL
12
MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

WHBF
+CBS

Adds up to:

BETTER QUAD-CITY COVERAGE AT NO INCREASE IN COST!

Les Johnson, V.P. and Gen. Mgr.

QUAD-CITIES
IOWA
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

tor at WTAR Norfolk. Mrs. Alexander formerly was women's director at WGH Newport News, Va.

Irene Corbally Kuhn returns to WOR New York as commentator.

Stan Warwick, newscaster and announcer at KOIN Portland, Ore., to announcing staff of KOMO Seattle. He will be responsible for station's new *John Dough Show*, Mon. through Sat., 6-6:45 a.m., in addition to regular duties as newscaster, special events man and staff announcer.

Bob Anthony, disc jockey at KVOO Tulsa, to announcing staff of KMOX St. Louis.

Mrs. Aileen Hammans appointed home economist for *Kitchen Fair* homemaker's show on WBNS-TV Columbus, Ohio.

Bob Will, formerly senior announcer at WXYZ Detroit, to announcing staff of WWDC Washington.

Paul Larson, WNEB Worcester, Mass., to WORC that city as disc jockey.

Denny Walker, WJOI Florence, Ala., to WAVU Albertville, Ala., as disc jockey.

Robert O. Reynolds, vice president and general manager, KMPC Hollywood, received 1953 Hollywood Coordinating Council Award for outstanding service to youth.

Sam Serota, special events director at WIP Philadelphia, awarded citation for outstanding community service from City of Phila.

Estelle M. Sternberger, commentator at WLIB New York, named "Jewish Woman of the Month" by Jewish Theological Seminary, N. Y., for work in public service and loyalty to Jewish tradition.

E. L. Brooks, account executive, KRKD Los Angeles, won table radio for low gross golf score at Southern California Broadcasters Assn. annual "Whingding."

George Putnam, KTTV (TV) Hollywood newscaster, was honored on his 20th anniversary as radio-tv newsman Oct. 30, when he received plaques and certificates from American Legion, Lion's Club and Mt. Sinai Men's Club, citing his efforts for civic betterment.

Betty Gunning, women's director at WJAR Providence, elected treasurer of First District of Adv. Federation of America, covering New England area.

Jack Stahle, account executive, KECA Hollywood, father of boy, Craig Winslow, Oct. 27. Mother is former **Betty McCreery,** daughter of president of Walter McCreery Adv., Beverly Hills.

John Kelly, producer-director at KTXL-TV San Angelo, Tex., father of girl, Kathleen Diane, Oct. 3.

George Heinemann, programming manager of WMAQ and WNBQ (TV) Chicago, and **Jacquelyn Pashley,** former secretary to Dr. Frances Horwich of NBC-TV's *Ding Dong School*, were to be married Nov. 7.

Joan Haug, continuity staff at WOL Washington, and Theodore Dorf were married Oct. 4. **Gene Berger,** disc jockey at station, father of boy, Gregory Allen, Oct. 25.

Networks

George Herman, chief correspondent in Far East for CBS Radio, covering Korean War since Aug. 1950, named White House correspondent for CBS Radio.

Abby Wershoff, formerly editor with Bantam Books in N. Y., to ABC as publicity writer.

Jerry Beranek, manager of technical operations, CBS Radio, Hollywood, named industry coordinator for six L. A. area stations using 1240 kc band under Conelrad Civil Defense plan.

Mark Richards, ABC news writer and previously announcer for WJKO Springfield, Mass., named production assistant on ABC-TV's *John Daly and the News* program (Mon.-Fri., 7:15-7:30 p.m. EST).

Florence Rinard, permanent panelist on *Twenty Questions* on MBS and DuMont Tv Network, to receive honorary degree of Doctor of Humane Letters from De Pauw U. on Nov. 16 for contribution to American cultural life on program.

WILLIAM ESTY Co.'s Vice President Thomas D. Luckenbill (l) congratulates Hamilton Shea, newly appointed general manager of WNBC-WNBT (TV) New York as Charles R. Denny (r), vice president of NBC in charge of o&o stations, welcomes Mr. Luckenbill's son, David, to the New York reception in Mr. Shea's honor.

Homer Fickett, 55, director of *The Theatre Guild on the Air*, sponsored by U. S. Steel Corp., on ABC Radio and recently appointed consultant to new tv program, *The U. S. Steel Hour*, on ABC-TV, died Nov. 2.

Film

John Grant, formerly with CBS-TV New York, to Desilu Productions, Hollywood, as resident attorney and assistant to executive vice president **Martin Leeds.**

Marvin Paige, formerly with CBS-TV and its *You Are There* series, to Sandy Howard Productions, N. Y., as director of business and promotion. He also will serve as television production coordinator for Ray Heatherton's *Merry Mailman* program on WOR-TV New York and Bruce Mayer's *Ladies Man* on WABD (TV) New York.

Tom Harmon, CBS Hollywood sportscaster, adds duties as commentator of filmed tv half hour *Sports 30* and quarter hour *Sports Quarter* series, both 52 weeks, in preparation by Sportsvision Inc., same city. **Bill Dyer,** sportscaster, WCAO Baltimore, to Sportsvision Inc., Hollywood programming staff.

Manufacturers

Ray Brewster, assistant president at Capehart-Farnsworth Co., elected commercial vice president of that firm, division of IT&T.

William C. Brown, manager of the Magnetron Research & Development Laboratories of Raytheon Mfg Co., Waltham, Mass., appointed assistant vice president of company.

J. E. Schlener, sales engineering supervisor for Sylvania Electric Products Inc., named merchandising manager for Sylvania Electronics Div., with headquarters at Woburn, Mass.

Isadore Waber named vice president in charge of sales by C-B-C Electronics Co., Phia., manufacturer of Picboost television picture tube brightener. Before joining C-B-C, Mr. Waber was advertising and sales promotion manager for Radio Electric Service Co., distributor of electronic parts and equipment in Phila.

Hans E. von Kahrs, retail sales manager, Bodine-Oliver Appliances & Television, L.A., to Westinghouse Electric Supply Co., same city, as district tv-radio sales manager for Southern Calif., Ariz., Utah and Idaho.

Stanley D. Crane appointed director of engineering and research for Special Products Div. of Raytheon Mfg. Co., Tv & Radio Div. He was previously chief engineer of Special Products Radar Div. of firm.

Harry R. Carradus, chief accountant, Philco Corp. of Canada Ltd., Toronto, promoted to assistant treasurer, to be succeeded by **Merritt L. Harding** who transfers from Philco International headquarters in Phila. to Toronto.

Edward W. Allen Jr., manager of publicity and publications for Allen B. DuMont Labs., Clifton, N. J., father of boy, Charles Scott, Oct. 31.

Representatives

Tom Miller, former account executive at CBS-TV, and **Bob Gilbertson,** sales representative at *Chicago Tribune*, to Harrington, Righter & Parsons, Chicago, tv station representative firm.

THE TELEVISION Committee overseeing promotion of Brotherhood Week, to be sponsored by the National Conference of Christians & Jews next Feb. 21-28, includes these network representatives (l to r): Norman Knight, WABD (TV) New York director, for DuMont Tv Network; Doris Corwith, representing NBC-TV and AWRT; Slocum Chapin, ABC-TV vice president; Chris J. Witting, president of Westinghouse Radio Stations Inc., committee chairman and DTN managing director and Dallas Townsend, CBS-TV news manager.

Pat Byrne, formerly of CFJR Brockville, to sales staff of Radio Time Sales Ltd., Montreal.

Services

Hank Sylvern, radio and television musical conductor and arranger, commissioned by publisher to write textbook on arranging and conducting music for radio and television.

Anna M. Kerner, secretary of Muzak Corp., N. Y., has retired but will continue as consultant to Muzak on music copyright matters. Succeeding Miss Kerner is **Alexander J. Sayles,** comptroller.

Charles B. Seton, N. Y. attorney specializing in radio and television and trustee and officer of the Copyright Society of the U. S. A., elected chairman of board of trustees of Federal Bar Assn. of N. Y.

L. Wolfe Gilbert, author of "Ramona," "Waiting for the Robert E. Lee" and other pop tunes, elected to board of directors of ASCAP to fill unexpired term of late **Fred E. Ahlert.**

New WJAS AM & FM

MONEY -THE ~~SUNNY~~ SIDE OF THE DIAL

THEY'RE CALLING HIM

"Mr. Scoop"

. . . And Herb Morrison, WJAS's News Editor, richly deserves the title. Take the story of the Turnpike slayer, for example:

Herb Morrison gave Pittsburgh listeners a thrilling on-the-spot account of the capture of John Wesley Wable, the confessed killer, at Albuquerque, New Mexico . . . THE FIRST COMPLETE REPORT OF THE CAPTURE direct from the arresting officer.

Morrison's radio news techniques have made him the most talked about newsman in the Pittsburgh market. More and more Tri-State listeners are turning to Morrison every morning for their latest news. "Mr. Scoop" . . . a newsman's newsman . . . is the finest radio news buy in the Pittsburgh market today.

Serving the GREATER PITTSBURGH Metropolitan Area

5000 Watts 1320 KC.

Write . . . phone . . . or wire . . .

George P. Hollingbery Co.

*26 week package as published in S.R.D.S.

CENTRAL CANADA BROADCASTERS' MEET STUDIES WAYS TO ATTRACT AUDIENCE

Panels on sportscasting, news handling, programming, public relations and service to sponsors feature CCBA's annual sessions in Toronto.

BETTER methods of holding the audience were discussed at the third annual meeting of the Central Canada Broadcasters Assn. at Toronto, Nov. 2-3, under chairmanship of Cliff Wingrove, CKTB St. Catherines.

About 100 broadcasters and industry representatives attended the first day's sessions, to hear panels on sportscasting, news handling, programming, public relations and servicing sponsors.

CANADA

Sports programming led off the talks. Norm Marshall, CHML Hamilton, heading a sports panel, pointed out that while sports account for about 5% of his station's revenue, total program time is a much smaller percentage of the day's broadcasts. Wes McKnight, CFRB Toronto, reviewed sportscasting in Canada over two decades, and urged broadcasters to develop school sports.

Al Cauley, CJAD Montreal, recommended news flashes of sporting events to help ease the load on the telephone switchboard and to keep regular audiences and develop good will. Other panelists were Rex Stimers, CKTB St. Catherines, and George Ludgate, CHEX Peterborough.

How stations can better serve agencies and sponsors was discussed by Ev Palmer, McCann-Erickson Inc., Toronto, and a panel including Hugh Horler, MacLaren Adv. Co., Toronto; Howard Whiting, Procter & Gamble of Canada Ltd., Toronto; Bob Amos, F. H. Hayhurst Co., Toronto, and W. A. Lindsey, Baker Adv. Agency, Toronto.

Opinions were expressed by the panel on development of a stated program policy, development of local programs to attract most listeners, more qualitative research to tell sponsors more about audience characteristics, development of annual or semiannual audience makeup surveys by the association and individual stations and contact by stations at the local level with distributors for advertisers.

It was pointed out advertisers would like some acknowledgement of the start of a new contract and that the station management should give the contract close attention.

Agency men suggested frequency discounts on spot and flash announcements could be eliminated, local program charges should be standardized and submitted to agencies on a gross basis along with time costs, and CCBA and agencies should study refinements on rate card standardization.

Ways to improve newscasts by centering them about people were discussed by Gordon Sinclair, CFRB Toronto newscaster.

Public understanding of radio could be improved on the local level, a number of broadcasters said in a panel headed by Wally Slatter, CJOY Guelph. Vin Dittmer, CKNX Wingham, said station personnel could improve public relations by appearances at local and nearby organization meetings the year around.

Bill Hawkins, CFOS Owen Sound, told delegates how public service broadcasts should be reported to the public, local authorities, and to organizations for whom such broadcasts are made. Ralph Snelgrove, CKBB Barrie, described proper promotion of public service events.

Lyman Potts, CKOC Hamilton, described the need for more locally-created programs and uses of tape and microgroove processes. Howard Caine, CKFH Toronto, showed how good popular standard musical programs could build audience for advertisers, and pointed to different programming as being necessary today. Educating the public in a fresh way has proved successful for Al Bestall, CHLO St. Thomas, who uses lively local shows and quiz shows. Jack Howlett, CFCF Montreal, spoke on the need for a better trained staff.

Production Study

Faced with increasing difficulty in obtaining adequate staffs, the CCBA members recommended at a business meeting Tuesday that the Canadian Assn. of Radio & Television Broadcasters study production of a booklet setting forth the merits of private radio broadcasting as a career for potential employes. The booklet would outline the status of private radio, its future, and what the industry offers its personnel.

The business session also dealt with recommendations regarding libel and slander legislation, with training of station personnel, and with measures to obtain BAB promotion material for Canadian stations. As there had been no slander cases in eastern Canada since broadcasting began, the CCBA committee recommended that no attempts be made to have libel and slander legislation in the provinces changed. Sales executives of central Canadian stations recommended a separate sales seminar in the future to give more time to the subject.

Bill Stovin, CJBQ Belleville, was elected CCBA president to succeed Cliff Wingrove, CKTB St. Catherines. W. T. Cruickshank, CKNX Wingham, was elected first vice-president, with Tom Darling, CHML Hamilton, as second vice-president. Harvey Freeman, Northern Broadcasting Co., Toronto, was elected secretary, and Howard Caine, CKFH Toronto, treasurer.

Growth of CCBA to 38 members was reported by Mr. Wingrove, who noted that this included all private stations in central Canada. CKLC Kingston is the newest member. He reviewed activities of the association in the past year, and dealt with the possibility of forming a farm broadcasting group.

Wally Slatter, CJOY Guelph, and J. Arthur

Ike's Ottawa Visit on Tv

PRESIDENT Dwight D. Eisenhower's visit to Ottawa Nov. 14 will be telecast by the Canadian Broadcasting Corp. and offered to U. S. tv networks. Program that day will start at 10:45 a.m. EST, and will include the outside reception at Parliament Hill, opposite the U. S. Embassy; Prime Minister Louis St. Laurent's address of welcome; President Eisenhower's speech to the House of Commons, and replies from speakers of both chambers.

Dupont. CJAD Montreal, were elected CCBA representatives on the CARTB.

Jim Allard, CARTB executive vice-president, reviewed the political history of Canada's present broadcasting system, and dealt in some detail on the music copyright problem, now before the Supreme Court of Canada. He stated that should the CARTB lose its case before the Supreme Court, involving payment of copyright fees of 1¾% of gross revenue to the Composers, Authors, Publishers Assn. of Canada (CAPAC), it was planned to ask the Canadian Copyright Board either for clearance at the source or a dual copyright licensing system. He pointed out that a large percentage of Canadian private broadcasters had already signified their intention to stop using CAPAC music in case CAPAC won the case before the Supreme Court.

Allard also reported that the recent Canadian concert at Carnegie Hall, New York, on Oct. 16, was a private radio venture insofar as its success was concerned, as only CBC chairman D. Dunton represented that organization at the concert. No member of the Massey Commission had accepted invitations to attend. Some 30 Canadian stations had bought boxes and sent local musicians to the concert.

F. H. Elphicke, CKWX Vancouver and CARTB president, reported closer cooperation with CBC regarding television and appointment of a committee of CARTB directors to meet with CBC executives. The committee consists of Malcolm Neill, CFNB Fredericton; Ted Campeau, CKLW Windsor; Henri LePage, CHRC Quebec, and Jim Allard, CARTB. Mr. Elphicke reported on renovation of CARTB headquarters at Ottawa, and plans to finance research.

At closed sessions Tuesday, Pat Freeman, CARTB sales and research director, reported progress on national and local account research and promotion plans, and a number of commercial managers reported on station promotion measures and status of business in competition with television.

Canadian Areas Increase Tv Sets-in-Use Ratings

AN INCREASE in sets-in-use ratings and a greater increase in viewing on Canadian stations is shown in the October Teleratings report of Elliott-Haynes Ltd., Toronto, covering the Montreal and southern Ontario regions. There are now almost 400,000 tv receivers in Canada, most covered by the report. Heaviest concentration is in southern Ontario, where sets-in-use rating in October was 70.2, up 11.5 from September.

CANADA

Most popular programs from CBLT Toronto were *NHL Hockey* (Canadian) rating 54.1, *Jackie Gleason Show* 43.2, *Douglas Fairbanks Theatre* 37.5 (British), *Red Feather Hockey* 30.9 (Canadian) and *Showtime* 29.6 (Canadian).

From U. S. stations in southern Ontario (mostly WBEN-TV Buffalo), most popular programs were *Letter to Loretta* 77, *Groucho Marx Show* 71.6, *Tv Playhouse* 71.4, *Arthur Godfrey* 68.6, and *I Led Three Lives* 66.9.

In the Montreal area sets-in-use went to 71.8 from 60.4. Most popular programs from CBFT Montreal were *NHL Hockey* 87 (Canadian), *Studio One* 83.9, *Wrestling* 83.1 (Canadian), *Hit Parade* 82.5, and *Tv Theatre* 80.2.

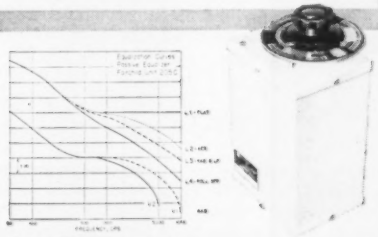
FOR QUICK STARTS WITHOUT

Overshoot

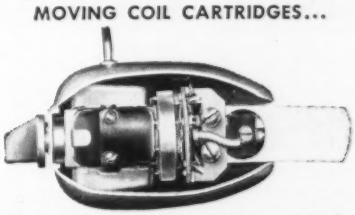
NEW 3-SPEED TURNTABLE PROVIDES GUARANTEED TIMING FOR "DUBBING" AND ON-THE-AIR BROADCASTING

Reaching *stable speed*—less than ½ revolution at 33⅓—in minimum time, this newly designed turntable provides quick start from motor switch without overshooting. Successor to the 2-speed model 524, the Fairchild 530 is equipped with integral 3-speed drive, all three speeds synchronous. Ideal for "dubbing" operations, on-the-air broadcasting and laboratory applications, the 530 provides guaranteed accurate timing at all speeds, is virtually free of rumble and vibration. More than 300 already in use!

Accurate Equalization WITH THE FAIRCHILD 205. As demonstrated by chart at right, this unit provides matching equalization curves for various types of lateral and vertical records and transcriptions, in accordance with NAB standards.

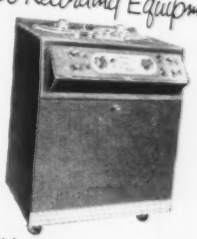


One TURRET HEAD HOLDS Three MOVING COIL CARTRIDGES...



The simplicity of this 3-in-1 Turret Head obsoletes multiple arms, equalizers and throwover switch. Use only *one* Fairchild Turret Head Arm, it mounts up to three Fairchild Miniature Moving Coil Cartridges at one time—ready for instant selection at the turn of a knob, which also sets correct stylus pressure. All critical adjustments, usually inherent in viscous damped arms, have been eliminated in the current Fairchild 201-B. A completely redesigned base assembly with a new method of pivoting now incorporates automatic temperature control.

World's Finest Tape Recording Equipment



Fairchild Tape Recorders and Accessory Equipment are built to the highest professional standards and incorporate many exclusive features, including Pic-Sync, Syncroll Drive, Automatic Framing Control and others. Fairchild Tape Recorders are also built to order for specialized applications.

FAIRCHILD RECORDING EQUIPMENT

Tenth Avenue, Whitestone, N. Y.

Survey Local Ads

A SURVEY of local accounts on independent radio stations is being made during November by the Canadian Assn. of Radio & Television Broadcasters. Member stations are keeping a record of all local advertisers by product category who use radio. Compilation of the list will be made early next year by Pat Freeman, sales and research director, and the list is expected to show at least 10,000 local accounts using Canadian radio

CANADA

Tv in Two Platoons For Flemish, Walloons

IT'S tv in Belgium all right, but it's far from simple.

The Belgians' first tv started Oct. 31. The complication: The government-controlled system uses the country's two national languages, Flemish and French. Programs are transmitted simultaneously in each language and on different wavelengths.

BELGIUM

The sets are tailored to meet the two-tongued Belgians' desires. There are two knob positions. One permits a pick-up of the 625-line scanning system on which Flemish programs are broadcast as well as programs from the Netherlands. This is made to satisfy the Flemish who show partiality toward the Dutch.

The other knob permits pick-up of the 819-line system on which the Walloon programs are broadcast in French as well as programs from France. Again, this is designed to satisfy the Walloons who are close to France.

Canada Pay-See Tv

PAY-AS-YOU-SEE television in Canada is making slow progress in French-speaking middle income class districts in Montreal, according to a report from Rediffusion Inc., Montreal, a subsidiary of the British Broadcast Relay Service Ltd. Some 3,000 subscribers in Montreal receive all CBFT Montreal programs and film from Rediffusion's Montreal office, as well as five radio station programs, and a Muzak recorded program. The company supplies the radio-tv set. The original $100 installation charge and weekly rent of $4.60 have been cut to $5 and $3.75.

CANADA

DANIEL A. KOPS (l), vice president-general manager of WAVZ New Haven, accepts on behalf of the station a $500 bond from Howard Dietz, vice president of M-G-M Pictures. Bond was a first prize award for the most effective promotion and the best mail response (in relation to its metropolitan area population) in connection with tunes from the film "The Bandwagon." Competition was among disc jockeys and WAVZ's Tiny Markle and George LeZotte also received $100 awards.

Sorority Award to Rogers

FIRST "Printer's Devil" award for contributions to journalism, presented by Theta Sigma Phi, national women's journalism sorority, was to be given Will Rogers Jr., star of CBS Radio *Rogers of the Gazette*, at the organization's annual Ladies of the Press luncheon in Los Angeles today (Monday). The award, first ever given a male by the journalism sorority, was presented for Mr. Rogers' "authentic portrayal of a small town editor." Mr. Rogers is former editor-publisher of the *Beverly Hills Citizen*.

KFI's Anthony Lauded

EARLE C. ANTHONY, owner-manager of KFI Los Angeles, has been cited by the U. of Judaism (West Coast branch of the Jewish Theological Seminary of America) for "his inter-faith understanding, contribution to religion and to American democracy," and will be presented an award at its 6th annual Founders Day dinner in the Los Angeles Biltmore Hotel next Sunday.

Christmas Seal Promotion

NATIONAL Tuberculosis Assn. will launch its 1953 Christmas Seal Sale Nov. 16 with promotion including radio and television packages of 10 quarter-hour transcribed shows, two groups of spot announcements and 12 tv film spots.

Cooperation is pledged by all radio and tv networks, independent stations, advertising agencies and national sponsors, the Advertising Council, AFM, AFTRA, ASCAP and BMI.

Personalities who have contributed their time and services include among others Eddy Arnold, Mimi Benzell, Edgar Bergen and Charlie McCarthy, Bing Crosby, Bob Crosby, Doris Day, Frankie Laine, Jeanette MacDonald, Dinah Shore, Kay Starr and Margaret Whiting.

Blood Appeal Succeeds

WNBH New Bedford, Mass., and WFMR (FM), its fm affiliate, made an emergency appeal for blood donors to supply blood to a man critically-ill in a local hospital who had an uncommon negative-type blood. The appeal resulted in a "flood of donors" from whom more than six pints of blood were obtained, with more donations scheduled later, according to J. Thomas Mathers, manager of the stations.

Calif. CD Tapes Conelrad

TO EXPLAIN Conelrad to listeners who did not stay up for past-midnight nationwide tests on Sept. 16 [B•T, Sept. 21], a half-hour program, *Report on Conelrad*, was taped and made available to California network and independent radio stations by the State Civil Defense Office, with CPRN and ABC Western Division broadcasting to the entire regional networks during the past fortnight.

KXOK Drouth Documentary

KXOK St. Louis has reported the broadcast of an original documentary entitled "Drouth, 1953—A Land Without Water" in an effort to focus attention on that very serious problem. The documentary was written by Walter Ross after visiting 15 drouth-stricken counties in Missouri and Illinois and recording the inhabitants' sentiments. Copies of the documentary may be secured by other stations in Missouri and Illinois by writing to Bruce Barrington at KXOK, who narrated the program.

Five to Air N.Y. Telethon

TELETHON of the Arthritis and Rheumatism Foundation, originally planned for telecast only over WPIX (TV) New York, was carried on a "feed" from WPIX (TV) to New York's WCBS-TV WNBT (TV) WABD (TV) and WOR-TV last fortnight. In announcing the change in plans, co-producers Jim McGarry and Bill Mogle said that "never in television's history have otherwise competitive tv stations cooperated so fully to bolster the good work of any foundation."

KTTV Begins Chest Drive

KTTV (TV) Hollywood kicked off the 1953 Los Angeles Community Chest fund campaign Nov. 2 with a telecast of "Red Feather School House," instruction and inspirational program for an estimated 63,000 fund volunteers who, immediately after the program, began door-to-door solicitation. The hour-long program also presented a film, "The Long Way Home," prepared by the motion picture industry for the drive.

Are You Advertising Against 10 to 1 Odds?

Only 10% of the time does the advertiser make changes in a schedule recommended by his agency.

So your prime target is the agency. It can put you on the schedule . . . and keep you there nine times out of ten!

Far more executives in these agencies pay to read Advertising Agency Magazine than any other advertising publication.

Because it is the only magazine specifically edited for them, 73.1% of our readers in agencies are Presidents, Owners, Partners, Board Members, Branch Managers, Vice Presidents, Account Executives, or Media Executives—key men who can make your sales story odds-on choice!

Advertising Agency Magazine

48 West 38th St.
New York 18, N. Y.

KTLA (TV) Raises $250,000

PLEDGES of over $250,000 are reported by KTLA (TV) Hollywood in its 18½ hour telethon last month to raise funds for free, non-sectarian City of Hope hospital in Duarte, Calif. The money will be used to open a new pediatric wing for leukemia treatment and expand the existing cancer detection clinic facilities. The telethon, dubbed *Operation Mercy*, was produced by Klaus Landsberg, station vice president and general manager, and sponsored by Greater Los Angeles Press Club. Gov. Goodwin Knight headed a roster of over 200 radio, tv, motion picture and civic personalities who appeared on the program.

Cooperation in Cleveland

CLEVELAND radio and tv outlets last month joined in an all-out effort to open the community fund drive there. A drama entitled "It Could Be You" was aired by WGAR WTAM WHK WDOK WERE and WSRS. WJW presented a show emceed by Allen Freed. An hour-long tv show produced by WXEL (TV)'s Bruce Stauderman was presented by that station and by WEWS (TV) and WNBK (TV).

Memento From WCKY

WCKY Cincinnati made a tape recording of the farewell honors bestowed by officials and dignitaries in that city upon Jesse Locker, Negro city councilman of Cincinnati, who was appointed Ambassador to Liberia by President Eisenhower. WCKY President-General Manager L. B. Wilson mailed the record to Mr. Locker in Monrovia, Liberia. The record was scheduled to be aired on the radio station in Monrovia after Liberia's President Tubman received the U. S. ambassador's credentials.

WBOW's Wheel Chair Project

WBOW Terre Haute has launched a public service project to obtain wheel chairs for disabled citizens of that community. The station reports four chairs already have been bought from funds raised by WBOW's 20-year-old *Sunshine Hour*.

$32,126 Cleveland Promotion

WTAM WNBK (TV) Cleveland, NBC o & o outlets, used their facilities to promote two benefit performances of the Ice Capades in that city, with the result that 16,749 persons attended the events in the Cleveland Arena and $32,126 was collected for the Society for Crippled Children, according to Lloyd E. Yoder, general manager of the stations. It was the largest donation in the history of the event, he said.

WFIL-TV's Palsy Telethon

WFIL-TV Philadelphia will hold a 15-hour telethon Nov. 14-15 on behalf of the United Cerebral Palsy Assns. of Pennsylvania and Southern New Jersey. This will be the third year WFIL-TV has presented a benefit telecast for cerebral palsy victims. The telethon will feature such names as Dennis James, Jane Pickens, John Reed King, Stu Erwin and June Collyer. Last year the station raised $220,000.

KSL-TV Draws $70,000

EIGHTEEN hours of telethon programming by KSL-TV Salt Lake City brought in $70,000 plus recently for the United Cerebral Palsy Assn. of Utah.

'Deathless Days'

KRNT Des Moines, Iowa, has presented its "Deathless Days" traffic safety award to Wilmington, Del., it has been announced by Joe Hudgens, the station's promotion manager.

The award, sponsoed by KRNT in cooperation with the Des Moines and National Safety Councils, goes to the city in the 100,000 plus population class which goes the longest from Jan. 1 without a traffic fatality. Wilmington had 129 deathless days to win the plaque award; last year's winner, Little Rock, Ark., went for 145 days. Des Moines placed second in 1952 with 145 days, but dropped out of the race after 25 days this year.

WTAG Vote Campaign

WTAG Worcester, Mass., last Monday, the day before city elections, launched a campaign in local newspapers to get out the vote. Employing the slogan, "I'm going to vote tomorrow, are you?", the station featured WTAG air personalities in 10 newspaper ads. Ten-second announcements were aired each quarter-hour throughout the day with the stars delivering the slogan.

WPIX (TV) Aids Hospitals

TO HELP the United Hospital Fund in its 1953 campaign for $3.5 million, WPIX (TV) New York will present an hour-long program today (Monday) 10-11 p.m. EST, featuring such personalities as Henry Youngman, Toni Arden, Ted Steele, Benny Fields and Ed Sullivan, who will serve as master of ceremonies. The show will be presented during the peak of the Fund's campaign which benefits 81 member, voluntary, non-profit hospitals throughout New York.

Bergen Drive for Hospitalized GIs

CBS RADIO's Edgar Bergen will launch his third annual "Operation Santa Claus," the collection of holiday gifts for hospitalized servicemen, in New York Nov. 12. Gift packages for the project should be addressed to Mr. Bergen, in care of CBS Radio, Hollywood 28. Last year's "Operation Santa Claus" yielded more than 40,000 pounds of gifts distributed in veterans' hospitals throughout the U. S.

NBC Chicago Gets Out Vote

NBC's o & o WMAQ-WNBQ (TV) Chicago launched a "get out the vote" drive last Monday using all available live station break time to urge Chicagoans to vote in the judicial election the following day. Personalities at both stations also took an active part in the campaign, planned in cooperation with the Citizens of Greater Chicago Committee and other civic organizations. Station breaks were aired as a public service.

WHOO Builds a Home

AFTER the home of a 76-year-old Orlando, Fla., farmer burned to the ground, Jim Wilson of WHOO set out to help. He broadcast appeals for donations of labor and construction materials. One hundred and fifty men volunteered for the job. In three days the farmer had a new home.

It's So Easy to Listen to WBNS

Central Ohioans set their dials at WBNS and relax. More Central Ohio people listen to WBNS than any other station. Popular staff personalities, plus top CBS programs add up to the *20 top-rated programs* and hour after hour of listening pleasure. Sponsors profit more when they reach this big audience of steady listeners.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

MICHIGAN EDUC. TV PROGRESS REPORTED

WKAR-TV East Lansing expects to begin noncommercial educational tv programming in January.

PROGRESS in Michigan toward establishment of educational tv stations was reported last week by Earl Minderman, field liaison officer for the Joint Committee on Educational Television. He has completed a four-week tour of the state.

WKAR-TV East Lansing, noncommercial outlet on uhf ch. 60, expects to begin operation in January, he reported. The station has completed its 1,034 ft. tower and with a 12 kw transmitter expects to cover a radius of some 65 miles, including fringe area.

Michigan State College has been on closed circuit operation and has been making kinescopes since June 1951, Mr. Minderman recalled. WKAR-TV will be used to train students in tv technique and to record programs for other stations. About 400 students already have been trained in tv at the school, it was noted.

The Detroit Educational Television Foundation expects to reach its fund goal of $1.25 million by the end of December, Mr. Minderman said. Some studio and other equipment already are on hand. The foundation, composed of 17 educational and cultural institutions in the area, has not yet filed application for reserved uhf ch. 56 there.

At Ann Arbor, Mr. Minderman stated, the U. of Michigan is moving its closed circuit equipment and its entire tv instructional department from campus to a building in downtown Ann Arbor which is being remodeled at a cost of $112,000. Closed circuit equipment includes three camera chains and a kinescope unit.

The U. of Michigan last Wednesday was granted reserved uhf ch. 26 at Ann Arbor by FCC. It proposes a 12 kw transmitter and 1,000 ft. tower. Plans are for commencement of operation in 1954, it was indicated. With Detroit 35 miles distant, the school predicts the station will serve 56% of the state's population.

Mr. Minderman explained that the U. of Michigan has more than 200 students enrolled in 11 tv courses. The school's tv office has been producing shows on commercial stations three years. Each Sunday, he noted, the university telecasts a program on WWJ-TV Detroit. The station donates the services of a production crew plus $100 a week to help meet expenses. Average weekly audience for this show is estimated at 150,000 and more than 7,000 viewers have registered for formal courses during the three years.

Sault Ste. Marie Plan

At Sault Ste. Marie, Mr. Minderman said, a citizens educational tv committee was organized in late September, including representatives of the adjoining Ontario city of the same name. Since the cities are planning a 100th anniversary celebration of the locks in St. Mary's River which connect Lake Superior and the other Great Lakes, there has been a proposal that the planned tv outlet be a memorial to commemorate the event, the JCET executive reported.

Similar citizen group progress and interest was reported for Traverse City, adjoining the National Music Camp at Interlochen; Bay City-Midland-Saginaw, and Flint.

Education Week Messages

AS PART of its campaign in behalf of American Education Week on Nov. 8-14, the Advertising Council has asked that network commercial and sustaining radio programs carry its public service messages on the need for better schools.

Mehlig Questions N.U.'s Research Integrity

CHARGE that the integrity of Northwestern U.'s research has been jeopardized by a survey of media effectiveness was made by Lee P. Mehlig, sales representative of KTLN Denver and formerly of WNMP Evanston, Ill., where the university is located.

Mr. Mehlig charged in an open letter that Dr. Charles L. Allen, assistant dean and research director of the university's Medill School of Journalism, had refused to see him in regard to use of radio by State Bank & Trust Co., of which Dr. Allen is advertising consultant, and had refused to look at research material.

As to Dr. Allen's survey of media impact ["Newspapers Are Wonderful," B•T, Sept. 7], Mr. Mehlig posed this question: "Should any man with a lengthy background in only one medium ever attempt such a project without consultation and assistance from other qualified men in dissimilar fields to balance the pendulum?"

Mr. Mehlig continued, "It is difficult to understand how a director of research for Northwestern U. could ever use such one-sided, biased questions as you have, under the protection of the school as a noncommercial organization. . . . As a resident of Evanston for more than 12 years and as a graduate of Northwestern U., I am confident that neither Dean Kenneth Olson of Northwestern's Medill School of Journalism nor Basket Mosse, Medill's own radio and television director, could attest, in all fairness, to your logical, analytical, unprejudiced fairness."

Television's Value to Students Extolled by DuMont Executive

MORE than any other educational tool, television can make students concentrate (and thereby learn), Keeton Arnett, general assistant to the president of Allen B. DuMont Labs, told members of the Monday Afternoon Club of Passaic, N. J., last Monday.

He cited tests made by the armed forces, in which "live" teaching, motion pictures, and television were rotated as means of training groups of servicemen, with tv scoring highest both in the amount of information conveyed to and the amount retained by the trainees.

An illustration of the use of tv as an educational tool was provided concurrently with Mr. Arnett's address. The proceedings of the meeting were picked up by DuMont cameras and fed by closed circuit to receivers set up so that club members could watch the speakers in person and also see them on tv.

Coming this Winter to

ALBANY • TROY • SCHENECTADY

WTRI

TELEVISION

HIGHER POWER

WIDER COVERAGE

Well Worth Waiting For!

You can soon get LIVE CLEARANCE for your TV network programs in the nation's 27th market.

CHANNEL 35

Associated with WTRY (CBS)

PERSONNEL RELATIONS

UNIONS STUDYING TELETHON DEMANDS

RESTRICTIONS on the number of telethons on behalf of charitable organizations were indicated last week following a meeting of various talent unions and the reported approval of this step by talent agents.

A large number of telethons, according to George Heller, executive secretary of American Federation of Television and Radio Artists, poses a threat to the amusement industry as it places a drain on time and talent and conceivably could lead to cutting down of potential earning power by name personalities. He pointed out that the unions themselves realized that many worthwhile charities were benefited by telethons, but added that "reasonable" control must be exercised.

One of the means by which the talent unions hope to exercise "reasonable" control, Mr. Heller said, is by reactivation of the Eastern Theatre Authority, which would be comprised of representatives of the talent unions and would screen proposed benefit programs, including radio and television. Mr. Heller said that a meeting was held by delegates of the member unions of the Associated Artists and Actors of America last month and another session is scheduled for Thursday.

Mr. Heller denied a report that a ban had been placed on network telethons, which would have affected the Dean Martin-Jerry Lewis four-hour program on ABC-TV on Thanksgiving Eve for the benefit of the Muscular Dystrophy Assn. He said the approach by talent unions was still in the "exploratory" stage but that they were giving the problem "serious consideration." He indicated that the Martin-Lewis telethon may be permitted because of commitments that already have been made but that no concession may be extended to proposed telethons in the future.

Under Eastern Theatre Authority a percentage of revenue accruing from a benefit performance would be earmarked for the talent unions.

Producer Austin Protests Runaway Classification

JOHN AUSTIN, producer, has challenged what he terms organized labor's attempt to dictate where a producer should shoot his motion pictures. He has protested the "runaway" production classification threatened him by Hollywood AFL Film Council if he continues to produce abroad the tv film series *Overseas Assignment*.

In asking the council's clearance for his overseas filming, Mr. Austin said he agreed to take with him a unit consisting of "a star, a female lead, a director and cameraman, as well as a writer and possibly a unit manager." His overseas plans were vetoed. In preliminary negotiations he had agreed to do all dubbing and scoring in Hollywood and also shoot the commericals in this country.

Mr. Austin declared it is not possible, within a competitive budget, to produce his tv film series in this country. He further felt it was necessary to produce it abroad to get authentic background and atmosphere desired. Mr. Austin charged the unions with "overstepping the bounds of their jurisdiction" and warned that they are "creating ill feeling in the industry." He further criticized the council for publicizing the ban on his series.

MILESTONES

►EDWARD G. SMITH, general manager of WTCN-AM-TV Minneapolis-St. Paul, is celebrating his 25th year in the allied radio and advertising industry. Mr. Smith formerly was director of ABC Radio in Chicago and radio director of General Mills. He is credited with helping to launch a number of children's programs for the milling company.

► MUTUAL'S *Northwestern U. Reviewing Stand* forum program (Sunday, 11:30 a.m.-noon EST) began its 20th year on the air last month. Appearing on the program was Prof. Irving J. Lee of Northwestern's public speaking department, who participated in the first broadcast on Oct. 14, 1934, at which time he was a graduate student at the university.

► DR. JOHN HOLLAND, pastor on WLS Chicago's *The Little Brown Church*, last month celebrated his 20th anniversary as the first ordained minister to be assigned fulltime to such a position with a radio station. Dr. Holland conducts the station's noontime *Message of Inspiration* and a daily *Evening Vespers* in addition to his church program. One of his most notable efforts is the WLS "Christmas Neighbors Club" to gather gifts for crippled children. Dr. Holland also offers counsel to people with personal problems who visit his desk at WLS.

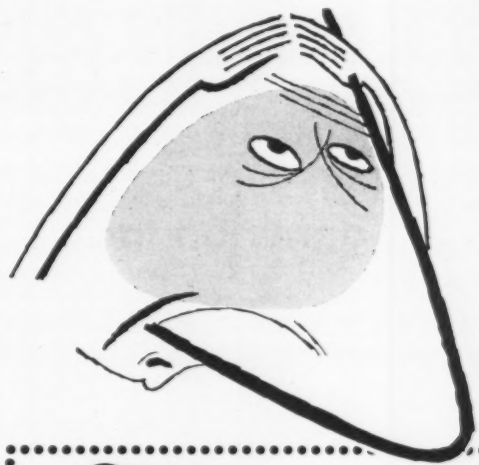
► NBC's *Mary Lee Taylor Show* will celebrate its 20th anniversary Nov. 7 (NBC Radio, Sat., 10:30-11 a.m. EST). The program has been conducted since its inception by Susan Cost, better known as Mary Lee Taylor, and has had the same sponsor, the Pet Milk Co., since it went on the air in 1933. The agency is Gardner Adv., St. Louis.

ON HAND to cut the cake when WJBK-TV Detroit celebrated five years of telecasting Oct. 24 were (l to r) Gayle V. Grubb, vice president-managing director; Glenn Boundy Sr., Storer Broadcasting Co. chief engineer, and William E. Rine, Storer Broadcasting Co. northern district vice president.

►WPIC-AM-FM Sharon, Pa., celebrated two anniversaries last month, the 15th for its am operation, the sixth for WPIC-FM. The stations are owned by the Sharon Herald Broadcasting Co. John Fahnline Jr. is president. WPIC began operations as a 250 w outlet in 1938; its power was increased to 1 kw on 790 kc in 1940.

To continue paying high rental for a transcription library year after year is just a heck of a lot of money down the overhead drain. Take a tip from smart, cost-conscious station operators!

Buy the STANDARD OWN-YOUR-OWN Transcription Library. You'll save thousands of dollars. And the library is *yours for keeps*. You'll get . . . 5,000 all-time favorite musical selections by the most popular performers in radio . . . plus 600 useful program and commercial aids. Start cutting music costs immediately with STANDARD. Write for price information, today.



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STANDARD RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Illinois

SOUND EFFECTS, TOO!

The most complete, most useful service in the business. Write for catalog today.

Wagnerian aria, scored and underscored

■ Advertisers have been handing Ann Wagner commercials, then getting out of the way, ever since the days when she wrote, sang, emceed, announced, typed, planned record shows and acted as receptionist for a station in southwest Indiana. They get out of the way for the same reasons that you don't cross streets against traffic.

La Wagner is a jack-of-all-trades by trade. In this day of specialization she's an unusual multiple-threat performer, running voice arpeggios around end, quarterbacking a five-edition-a-week radio journal, blocking records in her daily role as Ann Wagner, Girl Disc Jockey, coaching a cooking show, decorating interiors, and shooting golf in the eighties.

Except for the first five weeks of her life, Ann has lived in Indiana. Indianapolitans (she joined up with WFBM in 1947) are inclined to forgive her for this remissness. Aside from a few purists, Hoosiers accept her as a Hoosier.

There is absolutely no truth to the rumor that there are two of Ann Wagner. The dichotomic illusion arises from hearing her early afternoon show called *Ann's Pantry*, listening to her mid-afternoon melody show, *Make Mine Music*, and seeing her at all hours on various television shows.

It all started when she entered a singing contest which landed her a scholarship at the University of Louisville School of Music. She left her "number please" job with the phone company to study voice with a Madam Noe, saying yes to the lure of a new career.

While employed by another station as vocalist, record librarian and part-time announcer, Ann worked as vocalist with a local orchestra. If this suggests that she's an attractive young lady, you're right. She often breaks into song along with the records she plays, loves music, lectures on music and radio in local high schools, and once appeared (photographically) on 30,000 match books.

If these manifold, expert and sustained activities make Ann Wagner sound old, we've done her an injustice. She's in her twenties.

Ann just keeps busy. So do advertisers who participate in her programs.

WFBM WFBM-TV

INDIANAPOLIS • CBS

Represented Nationally by the Katz Agency

Affiliated with **WEOA**, Evansville; **WFDF**, Flint; **WOOD AM & TV**, Grand Rapids

TELESTATUS®

Nov. 9, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	39,900
Montgomery	WCOV-TV (20)	.....	16,300
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	71,500	.....
Phoenix	KOOL (10)		
	KOY-TV (10)		
	KPHO-TV (5)	71,500	.....
Tucson	KOPO-TV (13)	.....	.....
	KVOA-TV (4)	16,150	.....
Yuma	KIVA (11)	.....	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	.....
Little Rock	KRTV (17)	.....	41,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	65,727	.....
	KAFY-TV	.....	44,880
Chi-	KHSL-TV (12)	27,864	.....
El	KIEM-TV (3)	.....	.....
Fresno	KJEO (47)	.....	.....
	KMJ-TV (24)	.....	49,629
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,681,073	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	.....	.....
Sacramento	KCCC-TV (40)	.....	.....
Salin	KSBW-TV (8)	180,506	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	780,000	.....
	KVEC-TV (6)	.....	.....
Santa Barbara	KEYT (3)	371,332	.....
COLORADO			
	KKTV (11)	32,315	.....
Springs	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)	164,750	.....
	KLZ-TV (7)		
Pueblo	KCSJ-TV (5)	30,000	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	35,479
New Britain	WKNB-TV (30)	.....	90,411
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	81,000
DELAWARE			
Wilmington	WDEL-TV (12)	159,939	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)		
	WNBW (4)		
	WTOP-TV (9)		
	WTTG (5)	477,143	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	85,926
-ille	WMBR-TV (4)	175,000	.....
	WTVJ (4)	201,000	.....
-ia	WPFA (15)	.....	.....
St. -sburg	WSUN-TV (38)	.....	39,000
West -lm Beach	WIRK-TV (21)	.....	15,501
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (8)		
	WSB-TV (2)	330,000	.....
Columbus	WDAK-TV (28)	.....	12,500
Macon	WMAZ-TV (13)	55,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	10,900	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	127,000
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,575,000	.....
Decatur	WTVP (17)	.....	86,700
Peoria	WEEK-TV (43)	.....	106,405
	WTVH-TV (19)	.....	87,000
Quincy	WGEM-TV (10)	27,200	.....
Rockford	WREX-TV (13)	133,854	.....
	WTVO (39)	.....	51,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	217,000	.....
Springfield	WICS (TV) (20)	.....	.....
INDIANA			
Bloomington	WTTV (10)	276,000	.....
Indianapolis	WFBM-TV (6)	399,000	.....
Lafayette	WFAM-TV (59)	.....	59,120
Muncie	WLBC-TV (49)	.....	40,450
South Bend	WSBT-TV (34)	.....	78,155
IOWA			
Ames	WOI-TV (5)	152,654	.....
Cedar Rapids	KCRI-TV (9)		
	WMT-TV (2)	185,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	215,000	.....
Sioux City	KVTV (9)	64,015	.....
KANSAS			
Hutchinson	KTVH (12)	57,639	.....
Wichita	KEDD (16)	.....	40,103
KENTUCKY			
Henderson	WEHT (50)	.....	20,240
Louisville	WAVE-TV (3)	302,251	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	27,340
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	32,000
Monroe	KNOE-TV (8)	70,000	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	210,076	.....
	WJMR-TV (61)	.....	56,443
MAINE			
Bangor	WABI-TV (5)	39,750	.....
Portland	WPMT (53)	.....	19,000
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	502,863	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)		
	WNAC-TV (7)	1,103,507	.....
Cambridge (Boston)	WTAO-TV (56)	.....	63,700
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	75,000
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	12,300
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)		
	WWJ-TV (4)		
	WXYZ-TV) (7)	1,128,632	.....
Flint	WTAC-TV (16)	.....	.....
Grand Rapids	WOOD-TV (7)	259,987	.....
Kalamazoo	WKZO-TV (3)	310,900	.....
Lansing	WJIM-TV (6)	231,000	.....
	WILS-TV (54)	.....	17,000
Saginaw	WKNX-TV (57)	.....	46,325
MINNESOTA			
Austin	KMMT (6)	59,546	.....
Duluth	WFTV (38)	.....	32,874
Minneapolis (St. Paul)	WCCO-TV (4)		
	WTCN-TV (11)	401,200	.....
St. Paul (Minneapolis)	KSTP-TV (5)	401,200	.....
	WMIN-TV (11)	395,220	.....
Rochester	KROC-TV (10)	43,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	11,000	.....
MISSOURI			
Hannibal (Quincy, Ill.)	KHQA-TV (7)	76,000	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	323,352	.....
	KCTY (25)	.....	41,952
St. Joseph	KFEQ-TV (2)	78,582	.....
St. Louis	KSD-TV (5)	534,500	.....
	KSTM-TV (36)	.....	132,000
Springfield	KTTS-TV (10)	32,649	.....
	KYTV (3)		

FACTS and FIGURES

MIAMI RANKS 23RD IN THE NATION IN RETAIL SALES

...YOU CAN GET YOUR SHARE OF THIS $779,170,000.00* BUSINESS BEST THRU

WTVJ CHANNEL 4 MIAMI

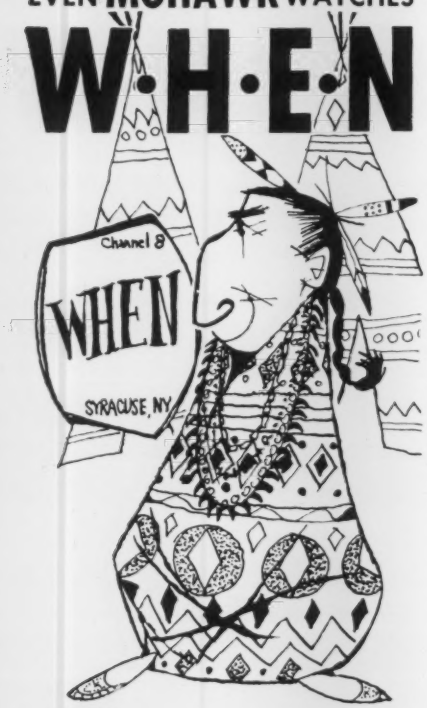
SEE YOUR FREE AND PETERS COLONEL

COMING! JANUARY 1954
1000 Ft. Antenna - 100,000 Watts

* SALES MANAGEMENT 1953

EVEN MOHAWK WATCHES

W·H·E·N



No smoke signals from Mohawk any more — folks are too busy watching WHEN to build a fire!

And Mohawk, N. Y., is only one of more than 250 communities covered exclusively by WHEN. Over 2¼ million people in 26 counties look to WHEN for shopping information (and 2¼ million people have a lot of shopping dollars). Don't you be low man on the totem pole in upstate New York — GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET WITH WHEN.

SEE YOUR NEAREST

KATZ AGENCY

Everybody WATCHES

W·H·E·N
TELEVISION
SYRACUSE

CBS
ABC
DUMONT

A
MEREDITH
STATION

FOR THE RECORD

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
MONTANA			
Butte	KOPR-TV (4)		
	KXLF-TV (6)	.....	.....
NEBRASKA			
Lincoln	KFOR-TV (10)		
	KOLN-TV (12)	62,834	.....
Omaha	KMTV (3),		
	WOW-TV (6)	206,907	.....
NEVADA			
Las Vegas	KLAS-TV (8)	13,401	.....
Reno	KZTV (8)	3,648	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	14,872
Newark (New York City)	WATV (13)	3,520,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13)		
	KOAT-TV (7)		
	KOB-TV (4)	31,533	.....
Roswell	KSWS-TV (8)	10,176	.....
NEW YORK			
Albany	WROW-TV (41)	.....	50,000
Binghamton	WNBF-TV (12)	155,000	.....
Buffalo	WBEN-TV (4)	364,753	.....
	WBES-TV (59)		
	WBUF-TV (17)	.....	65,000
Elmira	WECT (18)	.....	19,252
	WTVE (24)	.....	15,500
New York	WABC-TV (7)		
	WABD (5)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)	190,000	.....
	WHEC-TV (10		
	WVET-TV (10)		
Schenectady	WRGB (6)	284,700	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	262,070	.....
Utica	WKTV (13)	125,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	16,000
Charlotte	WBTV (3)	357,729	.....
Greensboro	WFMY-TV (2)	184,379	.....
Raleigh	WNAO-TV (28)	.....	31,200
Winston-Salem	WSJS-TV (12)	155,250	.....
	WTOB-TV (26)	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV (6)	.....	.....
Minot	KCJB-TV (13)	11,654	.....
OHIO			
Akron	WAKR-TV (49)	.....	36,916
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	435,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (9)	797,492	.....
Columbus	WBNS-TV (10)		
	WLWC (4)		
	WTVN (6)	306,950	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	25,000
Lima	WLOK-TV (73)	.....	12,497
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	80,510
Zanesville	WHIZ-TV (50)	.....	15,352
OKLAHOMA			
Lawton	KSWO-TV (7)	32,140	.....
Okla. City	WKYK-TV (4)	232,310	.....
	KLPR-TV (19)		
	KTVQ (25)	.....	.....
Tulsa	KOTV (6)	156,325	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	125,000	.....
	KPTV (27)	.....	113,711
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	34,278
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	41,343
Erie	WICU (12)	198,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	78,300
Johnstown	WJAC-TV (6)	691,045	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	240,936	.....
Lebanon	WLBR-TV (15)	.....	.....
New Castle	WKST-TV (45)	.....	68,300
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,597,057	.....
	WPTZ (3)	1,681,876	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)		
	WKJF-TV (53)	.....	115,000
Reading	WEEU-TV (33)	.....	54,633
	WHUM-TV (61)	.....	127,350
Scranton	WGBI-TV (22)	.....	85,000
	WTVU (73)	.....	150,424
Wilkes-Barre	WBRE-TV (28)		
	WILK-TV (34)	.....	106,000
York	WSBA-TV (43)	.....	65,100

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
RHODE ISLAND			
Providence	WJAR-TV (10)	1,073,000	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	35,000	.....
Columbia	WCOS-TV (25)	.....	29,312
	WNOK-TV (67)	.....	30,000
Greenville	WGVL (23)	.....	32,779
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	39,752	.....
TENNESSEE			
Johnson City	WJHL-TV (11)	197,892	.....
Knoxville	WROL-TV (6)	29,429	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	218,200	.....
Nashville	WSM-TV (4)	128,838	.....
TEXAS			
Abilene	KRBC-TV (9)	12,680	.....
Amarillo	KFDA-TV (10),		
	KGNC-TV (4)	33,898	.....
Austin	KTBC-TV (7)	50,616	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	300,000	.....
El Paso	KROD-TV (4)	31,993	.....
	KTSM-TV (9)	30,788	.....
Ft. Worth	WBAP-TV (5)	295,095	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (4)	.....	22,500
Houston	KPRC-TV (2),		
	KUHT (8)	276,000	.....
	KNUZ-TV (39)	.....	35,206
Longview	KTVE (32)		
Lubbock	KCBD-TV		
	KDUB-TV (13)	34,225	.....
San Angelo	KTXL-TV (8)	14,077	.....
San Antonio	KEYL (5),		
	WOAI-TV (4)	165,066	.....
Temple	KCEN-TV (6)	45,752	.....
Texarkana	KCMC-TV (6)	36,689	.....
Tyler	KETX (19)	.....	.....
Waco	KANG-TV (34)	.....	.....
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	41,250	.....
UTAH			
Salt Lake City	KDYL-TV (4),		
	KSL-TV (5)	139,600	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (15)	.....	46,000
Harrisonburg	WSVA-TV (3)	37,515	.....
Lynchburg	WLVA-TV (13)	82,845	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	199,620	.....
Richmond	WTVR (6)	179,537	.....
Roanoke	WSLS-TV (10)	96,848	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	294,000	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	39,634	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	294,100	.....
Yakima	KIMA-TV (27)	.....	6,000
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	227,132	.....
Parkersburg	WTAP (15)	.....	.....
Wheeling	WTRF-TV (7)	445,190	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	93,276	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	24,500
Milwaukee	WTMJ-TV (4)	589,134	.....
	WCAN-TV (25)	.....	144,000
	WOKY-TV (19)	.....	125,000
Oshkosh	WOSH-TV (48)	.....	8,500
HAWAII			
Honolulu	KGMB-TV (9)		
	KONA (11)	35,000	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego, Calif.)	XETV (6)	211,920	.....

Total Stations on Air 310*

Total Cities with Stations on Air 199*

Total Sets in Use 27,456,000

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.

(a) Figure does not include 177,486 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.

XUM

WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS page 117

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-12/1/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, **KQED** (TV) (*9), 7/24/53-January '54.
Corona, **KCOA** (TV) (52), 9/16/53—Unknown.
Fresno, **KCAF** (TV) (53), 8/12/53—Unknown.
Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.
Merced, **KMER** (TV) (34), 9/16/53—Unknown.
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, **Orange Belt Telecasters** (30), Initial
San Francisco **KBAY-TV** (20), 3/11/53-Nov. '53 (granted STA Sept. 15).
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE** (TV) (48), 6/17/53-Oct. 54.
Stockton, **KTVU**(TV) (36), 1/8/53-11/30/53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-11/9/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, **KIRV** (TV) (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Hartford, **General Times Tv Corp.** (18), 10/21/53—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, WNLC-TV (26), 12/31/52-Dec. '53—Headley-Reed Tv
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, WHRN (TV) (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV** (TV) (17), 7/31/52-11/30/53, DuM, Taylor.
Fort Myers, **WINK** (TV) (11) 3/11/53-Dec. '53—Weed Tv.
Jacksonville, WJHP-TV (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53-Early '54.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-Apr. '54, CBS, Blair-Tv.
Panama City, **WJDM** (TV) (7), 3/11/53-11/15/53, ABC, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Pensacola, **WEAR-TV** (3), 6/3/53-12/15/53, CBS, Hollingbery.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **Palm Beach Television Inc.** (5), 11/4/53—Unknown.

GEORGIA

Atlanta, **WQXI-TV** (36), Initial Decision 10/15/53-Summer '54.
Augusta, **WJBF-TV** (6), 9/16/53-11/26/53, ABC, NBC, Hollingbery (granted STA Sept. 18).
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53-11/15/53, Hollingbery.
Savannah, **WTOC-TV** (11), 6/26/53-3/1/54, CBS, Katz.
Valdosta, **WGOV-TV (37), 2/26/53—Nov. '53, Stars National**

IDAHO

Boise-Meridian, **KBOI** (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Boise, **KTVI** (TV) (9), 1/15/53-October '54, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53-12/1/53, CBS, NBC, Gill-Perna.
Idaho Falls, **KIFT** (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI** (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Joliet, **WJOL-TV** (48), 8/21/53-Unknown.
Champaign, **U. of Illinois** (*12), 11/4/53—Unknown.
Champaign, **WCUI** (TV) (21), 7/22/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **WTLE** (TV) (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53—Unknown
Evansville, **WFIE** (TV) (62), 6/10/53-11/15/53, Taylor (granted STA Aug. 6).
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/15/53, NBC, **Raymer.**
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, WNES (TV) (67), 3/26/53-Unknown.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-11/15/53, Walker.
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, WINT (TV) (15), 4/6/53-12/15/53.

IOWA

Cedar Rapids, **KEYC** (TV) (20), 7/30/53-Unknown.
Davenport, KDIO (TV) (36), 3/11/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53-11/11/53, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Mason City, **KGLO-TV** (3), 10/14/53-Summer '54.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/26/53, NBC, DuM, Headley-Reed.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-11/15/53, NBC, CBS, DuM, Katz.
Topeka, **Alf M. Landon** (42), Initial Decision 10/6/53.
Topeka, **WIBW-TV** (13), 6/3/53-11/15/53, CBS, Capper Sales (granted STA Sept. 22).
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Unknown, Petry.
Louisville, **WLOU-TV** (41), 1/15/53-Spring '54.
Paducah, **Paducah Tv Corp.** (43), 9/16/53—Unknown.
Richmond, WBGT (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **KTAG** (TV) (25), 12/18/52-11/15/53, CBS, ABC, DuM, Adam Young.
New Orleans, WCKG (TV) (26), 4/2/53—Late Winter '53, Gill Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport, **KSLA** (TV) (12), 9/19/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53-12/1/53, Everett-McKinney (N. Y.), Kettell-Carter (Boston) (tests due Nov. 15).
Poland, WMTW (TV) (8), 7/8/53-4/1/54.
Portland, **WCHS-TV** (6), 7/30/53-12/20/53, NBC, Weed Tv.

MARYLAND

Baltimore, WITH-TV (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, **WJDW** (TV) (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Fall River, **WSEE-TV** (46) 9/14/52—Unknown.
Lawrence, **WGLM** (TV) (72), 6/10/53—Unknown.
New Bedford, WTEV (TV) (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-12/25/53, Walker.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.
Worcester, **WWOR-TV** (14), 6/18/53-11/15/53, Raymer.

MICHIGAN

Ann Arbor, **Regents of the U. of Michigan** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-January '54, Headley-Reed.
Bay City, **WNEM-TV** (5), 9/2/53—Fall '53.
Benton Harbor, **WHFB-TV (42), 2/26/53—Unknown.**
Cadillac, **WWTV** (TV) (13), 4/8/53-12/15/53, CBS, ABC, DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), Initial Decision 10/12/53.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52-Unknown.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Jackson, WIBM-TV (48), 11/20/52-12/8/53, Forjoe.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.
Saginaw, **Booth Radio & Tv Stations Inc.** (51), 10/29/53—Unknown.

MINNESOTA

St. Cloud, **WJON-TV** (7), 1/23/53-2/28/54, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, WCBI-TV (28), 3/11/53—Unknown.
Gulfport, WGCM-TV (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDT** (TV) (3), 8/27/53-12/15/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52-11/15/53 (tests due Oct. 29).

MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53—Unknown.
Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUO-TV (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-12/15/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, KACY (TV) (14), 12/31/52-Nov. '53.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-11/9/53, CBS, DuM (granted STA Aug. 11).
Billings, **KRHT** (TV) (8), 1/15/53-Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Nov. '53, CBS, Weed Tv.

For **MINUTE** spots to **SELL**

Youngstown, Ohio

call any Headley-Reed office or . . .

WFMJ RADIO and TELEVISION

101 W. Broadman St. . . . . Phone RI 3-4121

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Great Falls, KMON-TV (3), 4/9/52—Unknown, Hollingbery.
Missoula, KGVO-TV (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, KHOL-TV (13), 7/22/53-11/13/53, CBS, DuM, Meeker (granted STA Oct. 29).

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Manchester, WMUR-TV (9), 8/26/53-2/1/54.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, WRTV (TV) (58), 10/2/52-Dec. '53 (tests due Dec. 1).
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, WTTM-TV (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Sante Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Ithaca, WHCU-TV (20), 1/8/53-Nov. '54, CBS.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Jan. '54.
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, WCBF-TV (15), 6/10/53—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Chapel Hill, WUNC-TV (*4) 9/30/53—Sept. '54.
Charlotte, WAYS-TV (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, WCIG-TV (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, Goldsboro Tv Corp. (34), 9/30/53—Unknown.
Greensboro, WCOG-TV (57), 11/20/52-Unknown, ABC, Bolling.
Greenville, WNCT (TV) (9), 3/11/53-11/15/53, CBS, DuM, Pearson.
Hendersonville, WHKP-TV (27), 3/11/53—Early '54, Headley-Reed Tv
Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53, Clark.
Wilmington, WMFD-TV (6), 7/30/53—Spring '54.

NORTH DAKOTA

Bismarck, KFYR-TV (5), 3/4/53—Unknown, Blair Tv (granted STA Oct. 28).
Valley City, KXJB-TV (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, WCIN-TV (54), 5/14/53-Spring '54.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Cleveland, United Bcstg. Co. (19), Initial Decision 10/15/53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed Tv.
Massillon, WMAC-TV (23), 9/4/52—Unknown, Petry.
Steubenville, WSTV-TV (9), 8/12/53-12/1/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, WUTV (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KWTV (TV) (9), 7/22/53-12/15/53, CBS, Avery-Knodel.
Tulsa, KCEB (TV) (23), 2/26/53-11/14/53, Bolling.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene Tv Inc. (13), 5/14/53-February '54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, KPIC (TV) (24), 12/9/53-12/15/53 (granted STA Aug. 4).
Salem, KSLM-TV (3), 9/30/53—Unknown.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, WQCY (TV) (39), 8/12/53—Unknown.
Erie, Great Lakes Tv Co. (35), 10/14/53—Unknown.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIBG-TV (23), 10/21/53-Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53-12/1/53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
York, WNOW-TV (49), 7/11/52-11/9/53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, WPRO-TV (12), 9/2/53-Fall '53, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, Aiken Electronics Advertising Corp. (54), 10/21/53—Unknown.
Anderson, WAIM-TV (40), 9/30/53—Unknown.
Camden, WACA-TV (15), 6/3/53—Jan. '54.
Greenville, WGCT (TV) (4), 7/30/53-12/15/53, Weed.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, WSCV (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Nashville, WSIX-TV (8), 7/30/53-11/15/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, WLAC-TV [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Beaumont, KBMT (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, KMSL (TV) (16), 6/25/53—Unknown.
Midland, KMID (TV) (2), 7/1/53-11/15/53.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American Sherman, KSHM (TV) (46), 3/4/53—Unknown.
Sweetwater, KPAR-TV (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Bast.
Weslaco, KRGV-TV (5), 7/16/53-11/26/53, NBC, Taylor.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-3/1/54, ABC, Hollingbery.

VERMONT

Montpelier, WCAX Bcstg. Corp. (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53—Winter '53, Walker.
Danville, WBTM-TV (24), 12/18/52-1/15/54, Hollingbery.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cook.
Norfolk, WTCV-TV (27), 7/8/53-11/23/53, ABC, DuM, Forjoe (granted STA Oct. 16).

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), 9/25/53-1/15/54.
Yakima, KIT-TV (23), 12/4/52-Jan. '54.

WEST VIRGINIA

Beckley, WBEY (TV) (21), 6/25/53—Unknown.
Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
Wheeling, WLTV (TV) (51), 2/11/53—Unknown.

WISCONSIN

Eau Claire, WEAU-TV (13), 2/26/53-12/1/53, Hollingbery.
La Crosse, WKBH Television Inc. (8), 10/28/53-6/15/54.
Madison, WHA-TV (*21), 10/7/53—Unknown.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Neenah, WNAM-TV (42,) 12/23/52-Nov. '53, Clark.
Superior, WDSM-TV (6), 10/14/53—Unknown.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, KFIA (TV) (2), 7/30/53-11/15/53, ABC, CBS (granted STA Sept. 29).
Anchorage, KTVA (TV) (11), 7/30/53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, WAPA-TV (4), 8/12/53—Unknown.

Do You Know This Man?

He is Edward Ervin, production manager for 22 years at WBNX, New York City, and has been using the SESAC Transcribed Library for eight years. He says, "I think that the SESAC Transcribed Library offers a variety and quality second to none."

"Our schedule is always splattered all over with SESAC Transcriptions—and we have made good use of several of the prepared shows, such as 'Little White Chapel', 'American Folk Music' and 'Here Comes the Band.'

"Incidentally, I think your RELIGIOUS and BAND sections and the 'ORPHEUS CHORISTERS' tops."

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KVOA-radio (NBC since 1939)

KVOA-TV

nat'l. rep.: PAUL H. RAYMER COMPANY

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HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Aug.-Sept. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	23.7	20.0	18.4	14.3	11.9	8.6	6.7	2.8

(Note: WDIA's share Sat.: 22.2 Sun.: 22.0)

Memphis, Tenn. WDIA Soon! 50,000 Watts

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

Station Authorizations, Applications
(As Compiled by B • T)

Oct. 29 through Nov. 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,468	540	101
CPs on air	20	31	†187
CPs not on air	113	21	246
Total on air	2,488	571	†288
Total authorized	2,601	592	534
Applications in hearing	141	2	152
New station requests	183	5	304
Facilities change requests	143	26	16
Total applications pending	898	94	415
Licenses deleted in Sept.	0	8	0
CPs deleted in Sept.	3	0	5

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

• • •

Am and Fm Summary through Nov. 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,501	2,479	139	195	76
Am	2,501	2,479	139	195	76

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	182	275	457[1]
Educational	8	16	24

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	206	99	305
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	849	337	669	517	1,186[2]
Educational	50		24	26	50[3]
Total	899	337	693	543	1,236[4]

[1] Nineteen CPs (5 vhf, 14 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 24 already granted.
[4] Includes 481 already granted.

• • •

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

West Palm Beach, Fla. — Palm Beach Television Inc., vhf ch. 5 (76-82 mc); ERP 60.3 kw visual, 36.3 kw aural; antenna height above average terrain 310 ft., above ground 350 ft. Estimated construction cost $306,591, first year operating cost $250,000, revenue $275,000. Post Office address: 1301 Harvey Bldg., West Palm Beach. Transmitter location: East side of Rt. 809, 2.84 mi. North of Okeechokee Road. Geographic coordinates: 26° 44′ 53″ N. Lat., 80° 06′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Chairman **Theodore Granik** (20%), *American Forum of the Air* attorney, investments; President **William H. Cook** (20%); **WJNO Inc.** (WJNO West Palm Beach, Fla.) (50%). Granted Nov. 4.

Champaign, Ill.—University of Illinois (WILL, WIVC (FM)) granted noncommercial educational vhf ch. 12 (204-210 mc); ERP 18.2 kw visual, 9.12 kw aural; antenna height above average terrain 161 ft., above ground 153.5 ft. Estimated construction cost $291,000, first year operating cost $70,700. Post office address Urbana. Studio and transmitter location Memorial Stadium, Champaign. Geographic coordinates 40° 5′ 55″ N. Lat., 88° 14′ 14″ W. Long. Transmitter GE, antenna Federal. Legal counsel Landis, Taylor & Scoll, New York. Consulting engineer Jansky & Bailey, Washington. Granted Nov. 4.

Ann Arbor, Mich.—Regents of the U. of Mich. (WFUM (FM) Flint) granted noncommercial educational uhf ch. 26 (542-548 mc); ERP 263 kw visual, 138 kw aural; antenna height above average terrain 1,110 ft., above ground 1,050 ft. Estimated construction cost $535,000, first year operating cost $292,000. Post Office address 504 S. State St., Ann Arbor. Studio location 310 Maynard St., Ann Arbor. Transmitter location Cedar Bend Dr., Ann Arbor. Geographic coordinates 42° 17′ 40″ N. Lat., 83° 42′ 31″ W. Long. Transmitter and antenna GE. Legal counsel Edmund A. Cummiskey, Ann Arbor. Consulting engineer J. J. Swantek, Ann Arbor. Granted Nov. 4.

Saginaw, Mich.—Booth Radio and Television Stations Inc. (WSGW) granted uhf ch. 51 (692-698 mc); ERP 26 kw visual, 13 kw aural; antenna height above average terrain 245 ft., above ground 275 ft. Estimated construction cost $200,430, first year operating cost $157,425, revenue $146,000. Post Office address 700 Buhl Bldg., Detroit 26, Mich. Studio and transmitter location 400 Mason Bldg., corner of Washington and Genesee Avenues. Geographic coordinates 43° 26′ 00″ N. Lat., 83° 56′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer E. H. Clark, Detroit, Mich. Principals include President and Treasurer **John L. Booth** (84.3%), **Mrs. John L. Booth** (9.4%), **John L. Booth II** (6.3%), Vice President **W. Eldon Garner**, Vice President **Robert W. Phillips**, Vice President **Eric V. Hay**, Vice President **Edward H. Clark**, Secretary **Edwin E. Nyy** and Director **William J. Spicer.** Applicant is licensee of WJLB Detroit, WBBC Flint and WSGW and WBKZ (TV) Battle Creek, Mich. Granted Oct. 30.

APPLICATIONS

Chicago, Ill.—Lewis College of Science & Technology (WFJL), uhf ch. 38 (614-620 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 606 ft., above ground 638 ft. Estimated construction cost $488,748.50, first year operating cost $640,911.30, revenue $555,360. Post Office address 75 East Wacker Drive. Studio and transmitter location 75 East Wacker Drive. Geographic coordinates 41° 53′ 16″ N. Lat., 87° 37′ 31″ W. Long. Transmitter and antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer James J. Krackow Inc., Chicago. Filed Oct. 29.

East St. Louis, Ill.—Broadcast House Inc., vhf ch. 11 (198-204 mc); ERP 316 kw visual, 168 kw aural; antenna height above average terrain 577 ft., above ground 594 ft. Estimated construction cost $115,000. Post Office address 5915 Berthold Ave., St. Louis, Mo. Studio location 999 South 6th St., East St. Louis, Ill. Transmitter location 6,000 block of Berthold Ave., St. Louis, Mo. Geographic coordinates 38° 37′ 48″ N. Lat., 90° 17′ 08.5″ W Long. Transmitter and antenna GE. Legal counsel Franklin C. Salisbury, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include KSTL St. Louis, Mo. (12%), Vice President **Frank E. Pellegrin** (3%), vice president-29.29% stockholder KSTL, secretary-32% stockholder WATO Oak Ridge, Tenn. and stockholder WLAF LaFollette, Tenn.; Vice President **Oscar D. Guth** (10%), se-

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KFRO "Voice of Longview" — TEXAS

curities: **George Weber Jr.** (11%), auto dealer and Albert G. Blanke Jr. (15%), investments. Filed Nov. 3.

Buffalo, N. Y.—Enterprise Transmission Inc., vhf ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 383 ft., above ground 414 ft. Estimated construction cost $354,213, first year operating cost $475,000, revenue $610,000. Post Office address % Samuel B. Darlich, 80 West Genessee St., Buffalo. Studio location to be determined. Transmitter location 775 Main St., Buffalo. Geographic coordinates 42° 53' 42" N. Lat., 78° 52' 19" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include President **Samuel B. Darlich** (⅓), attorney and real estate; Vice President **Thomas P. Cauley** (⅓), real estate, and Secretary **Vincent C. Bonerb** (⅓), sugar distributor. Filed Nov. 3.

Buffalo, N. Y.—M. J. Montesano, J. C. Stiglmeier, C. C. Grimm, G. E. Adema d/b as Community Tv Co., vhf ch. 7 (174-180 mc); ERP 260 kw visual, 130 kw aural; antenna height above average terrain 381 ft., above ground 459 ft. Estimated construction cost $370,580.10, first year operating cost $400,000, revenue $600,000. Post Office address 627 White Bldg., Buffalo. Studio location to be determined. Transmitter location 20 Van Rensselaer St., Buffalo. Geographic coordinates 42° 52' 31" N. Lat., 78° 51' 01" W. Long. Transmitter DuMont, antenna RCA. Legal counsel M. J. Montesano, Buffalo. Consulting engineer Kear & Kennedy, Washington. Principals include **M. J. Montesano,** attorney, auto dealer, wine products manufacturer & distributor and farm equipment supplier; **J. C. Stiglmeier,** banking and insurance; **G. E. Adema,** contractor and **C. C. Grimm,** plumbing contractor. Filed Oct. 28.

Milwaukee, Wis.—Kolero Telecasting Corp., vhf ch. 12 (204-210 mc); ERP 316 kw visual, 185.5 kw aural; antenna height above average terrain 343 ft., above ground 433 ft. Estimated construction cost $645,589, first year operating cost $700,000, revenue $874,200. Post Office address 303 Palace Theatre Bldg., 531 West Wisconsin Ave., Milwaukee, Wis. Studio and transmitter location Tower Hotel, 716 North 11th St., Milwaukee, Wis. Geographic coordinates 43° 02' 18" N. Lat., 87° 55' 34" W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Schellenberg, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President **Eugene V. Roemer** (25%), real estate, banking, insurance and auto dealer; Vice President **Joseph F. Walsh** (6.25%), real estate, insurance and auto dealer; Secretary-Treasurer **Casimir A. Koss** (6.25%), real estate broker and banker; **Leo N. Levy** (35%), real estate, retail liquor and restaurant and **Catholic Knights of Wisconsin** (25%), non-stock fraternal benefit society. Filed Nov. 3.

APPLICATIONS AMENDED

Montgomery, Ala.—Montgomery Bcstg. Inc. (WFSA) amends application for vhf ch. 12 to change antenna height above average terrain to 1036 ft. Filed Oct. 27.

New Orleans, La.—Loyola U. (WWL) amends application for vhf ch. 4 to change studio location to 1024 North Rampart St., New Orleans. Filed Oct. 30.

New Orleans, La.—Times-Picayune Pub. Co. (WTPS) amends application for vhf ch. 4 to change ERP to 60 kw aural. Filed Nov. 2.

Detroit, Mich.—Woodward Bcstg. Co. (WCBO) amends application for uhf ch. 50 to change ERP to 1,000 kw visual and 550 kw aural. Filed Nov. 2.

Camden, N. J. — South Jersey Bcstg. Co. (WKON) amends application for uhf ch. 17 to change ERP to 18 kw visual, 9.7 kw aural; antenna height above average terrain to 254 ft. Filed Nov. 2.

St. Louis, Mo.—St. Louis Telecast Inc. (WEW) amends application for vhf ch. 11 to change antenna height above average terrain to 628.9½ ft. Filed Nov. 3.

Houston, Tex.—Houston Area Tv Co. amends application for new tv station on vhf ch. 13 to change studio and transmitter location to 5301 Post Oak Rd., Houston; antenna height above average terrain to 658 ft. Filed Nov. 3.

Houston, Tex.—Houston Tv Co. amends application for new tv station on vhf ch. 13 to change ERP to 316 kw visual and 158 kw aural; studio and transmitter location to 3016 Post Oak Road, Houston; antenna height above average terrain to 646 ft. Filed Nov. 3.

APPLICATIONS DISMISSED

West Palm Beach, Fla.—WJNO Inc. (WJNO). FCC dismissed application for new tv station on vhf ch. 5 at request of attorney. Dismissed Nov. 3.

Terre Haute, Ind.—Chapman S. Root granted dismissal of application for uhf ch. 63 at request of attorney. Dismissed Oct. 29.

Cumberland, Md.—Western Md. Bcstg. Co. (WDYK). FCC dismissed bid for new tv station on uhf ch. 17 at request of applicant. Dismissed Nov. 2.

Existing Tv Stations . . .

GRANTS

WABT (TV) Birmingham, Ala.—The Tv Corp. granted modification of CP for vhf ch. 13 to change ERP to 302 kw visual and 178 kw aural. Granted Oct. 27; announced Nov. 3.

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey granted modification of CP for uhf. ch. 20 to change ERP to 151 kw visual, 81.3 kw aural; directional antenna; change studio location to 1 La Avenzda; antenna height above average terrain 1070 ft. Granted Oct. 27; announced Nov. 3.

KQTV (TV) Ft. Dodge, Iowa—Northwest Tv Co. granted STA to operate commercially on uhf ch. 21 for the period ending Dec. 14. Granted Oct. 29; announced Nov. 3.

WNAC-TV Boston, Mass.—General Teleradio Inc. granted modification of CP for vhf ch. 7 to change ERP to 316 kw visual and 158 kw aural; antenna height above average terrain 480 ft. Granted Oct. 27; announced Nov. 3.

KETC (TV) St. Louis, Mo.—St. Louis Educational Tv Commission granted modification of CP for vhf ch. 9 to change ERP to 27.5 kw visual and 16.2 kw aural; transmitter location to 5100 Berthold Ave., just West of St. Louis Univ. High School; studio location designated as McMillan Hall on Washington Univ. campus, University City, Mo.; antenna height above average terrain 600 ft. Granted Oct. 27; announced Nov. 3.

KHOL-TV Kearney, Neb.—Bi-States Co. granted STA to operate commercially on vhf ch. 13 for the period ending Nov. 2. Granted Oct. 29; announced Nov. 3.

KFYR-TV Bismarck, N. D.—Meyer Bcstg. Co. granted STA to operate commercially on vhf ch. 5 for the period ending March 4. Granted Oct. 28; announced Nov. 3.

WICA-TV Ashtabula, Ohio—WICA Inc. granted CP to change ERP to 191 kw visual, 102 kw aural; antenna height above average 330 ft. Granted Oct. 30; announced Nov. 3.

WTVN (TV) Columbus, Ohio—WTVN Inc. seeks modification of CP for vhf ch. 6 to change studio location to 753 Harmon Ave., Columbus; antenna height above average terrain 570 ft. Granted Oct. 29; announced Nov. 3.

WMCT (TV) Memphis, Tenn.—Memphis Pub. Co. granted modification of CP for vhf ch. 5 to change ERP to 100 kw visual, 60.3 kw aural; antenna height above average terrain 1010 ft. Granted Oct. 28, announced Nov. 3.

KUHT (TV) Houston, Tex.—Univ. of Houston and Houston Independent School Dist. granted modification of CP for vhf ch. 8 to change ERP to 46.8 kw visual and 23.4 kw aural; studio and transmitter location to Cullen Blvd. at Blodgett Ave., Houston; antenna height above average terrain 640 ft. Granted Oct. 29; announced Nov. 3.

KCEN-TV Temple, Tex.—Bell Pub. Co. granted STA to operate commercially on vhf ch. 6 for the period ending Jan. 19. Granted Oct. 27; announced Nov. 3.

WLTV (TV) Wheeling, W. Va.—Polan Industries granted modification of CP for uhf ch. 51 to change ERP to 120 kw visual and 67.6 kw aural; antenna height above average terrain 170 ft. Granted Oct. 30; announced Nov. 3.

APPLICATIONS

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co. requests modification of CP for vhf ch. 7 to change ERP to 173.6 kw visual and 90 kw aural; antenna height above average terrain 1815 ft. Filed Nov. 2.

KECA-TV Los Angeles, Calif. — American Bcstg.-Paramount Theatres requests modification of CP for vhf ch. 7 to specify ERP as 115.8 kw visual and 57.9 kw aural; antenna height above average terrain 2844.5 ft. Filed Nov. 2.

WIFE (TV) Evansville, Ind.—Premier Tv Inc. amends application for modification of CP for uhf ch. 62 to change ERP to 128.15 kw visual and 69.183 kw aural. Filed Nov. 2.

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WIBW-TV Topeka, Kan.—Topeka Bcstg. Association Inc. seeks modification of CP for vhf ch. 13 to change ERP to 87.9 kw visual and 52.72 kw aural; transmitter location to 1.5 miles W. of Topeka city limits; antenna height above average terrain 1007 ft. Filed Oct. 30.

KSPJ (TV) Alexandria, La.—Barnet Brezner request modification of CP for uhf ch. 62 to change studio location to 10th & Monroe Sts., Alexandria; antenna height above average terrain 644 ft. Filed Nov. 3.

WBOC-TV Salisbury, Md. — The Peninsula Bcstg. Co. seeks modification of CP for uhf ch. 16 to change ERP to 169.17 kw visual 91.35 kw aural; change transmitter location to U. S. Hwy. 13, Salisbury; antenna height above average terrain 622 ft. Filed Nov. 2.

KETC (TV) University City, Mo.—St. Louis Educational Tv Commission amends application for modification of CP for vhf ch. 9 to change ERP to 27 kw visual and 16.2 kw aural; antenna height above average terrain 596 ft. Filed Oct. 27.

WBTV (TV) Charlotte, N. C.—Jefferson Standard Bcstg. Co. seeks modification of CP for vhf ch. 3 to change aural ERP to 60 kw; antenna height above average terrain to 1086 ft. Filed Nov. 2.

WICA-TV Ashtabula, Ohio—WICA Inc. seeks CP for uhf ch. 15 to change ERP to 192.2 kw visual, 104 kw aural; antenna height above average terrain 340.5 ft. Filed Nov. 2.

KOTV (TV) Tulsa, Okla.—Wrather-Alvarez Inc. seeks CP for vhf ch. 6 to change ERP to 100 kw visual and 60 kw aural; transmitter location to 6.4 miles West Northwest of center of Tulsa and 1.9 miles North of Osage-Tulsa. Filed Oct. 30.

WSAZ-TV Huntington, W. Va.—WSAZ Inc. amends application for modification of CP for vhf ch. 3 to change ERP to 46.6 kw visual, 23.3 kw aural; transmitter location to Barkers Ridge, 13.5 miles E. of center of Huntington; studio location to 201 9th St., Huntington; antenna height above average terrain 1252.5 ft. Filed Oct. 27.

WOSH-TV Oshkosh, Wis.—William F. Johns, et al d/b as Oshkosh Bcstg Co. seeks modification of CP for uhf ch. 48 to change ERP to 13.09 kw visual, 6.98 kw aural; antenna height above average terrain 313 ft. Filed Oct. 27.

New Am Stations . . .

GRANTS

Vero Beach, Fla. — Central Fla. Bcstg. Co. (WORZ Orlando), granted 1370 kc, 1 kw daytime. Transmitter on hand. Estimated construction cost $5,500; first year operating cost $23,750; first year revenue $25,000. Post office address Box 1353, Orlando. Granted Nov. 4.

Vero Beach, Fla. — Indian River Bcstg. Co. granted 1490 kc, 100 w unlimited. Post office address % Douglas Silver, Melody Lane, Ft. Pierce, Fla. Granted Nov. 4.

Madison, Ind.—Knight-Cutler System, granted 1440 kc, 500 w daytime. Estimated construction cost $17,068, first year operating cost $42,000, revenue $65,000. Applicant is operator of WORX (FM) there. Ownership: Francis Knight (Breckenridge) holds 67%, Charles N. Cutler holds 33%. Granted Nov. 4.

Concordia, Kan.—General Bcstg. Co., granted 1390 kc, 500 w daytime. Estimated construction cost $20,485; first year operating cost $55,000; first year revenue $75,000. One-third interest each held by President **W. F. Danenburger,** hardware store operator; Vice President and Treasurer **Oscar Allen,** clothier, and **General Finance Corp.** Post office address: 1250 Willow St., Concordia. Granted Nov. 4.

Waynesboro, Miss.—New Laurel Radio Station, granted 990 kc, 250 w daytime. Estimated construction cost $16,750; first year operating cost $24,000; first year revenue $36,000. Principals are President **Harold Mattison** (27.5%), 25% owner of Fine Bros. stores; Secretary-Treasurer **D. A. Mattison** (27.5%), 25% owner of Fine Bros. and half-owner of WHSY Hattiesburg; Vice President **Murdock McRae** (11.5%), ⅓ owner of Laurel Coca-Cola Bottling Co. Post office address: Box 950 Laurel. Granted Nov. 4.

San Juan, P. R.—Continental Bcstg. Corp. granted 1400 kc, 250 w unlimited. Post office address % William R. Anthony P. O. Box 4938, San Juan. Granted Nov. 4.

Darlington, S. C.—Darlington Bcstg. Co. granted 1350 kc, 500 w daytime. Post office address % Frank A. Hull, 130 Covington Rd., RFD No. 3, Decatur, Ga. Granted Nov. 4.

McKenzie, Tenn.—Tri-County Bcstg. Co., granted 1440 kc, 500 w daytime. Estimated construction cost $14,848, first year operating cost $35,000, first year revenue $4,800. Principals: President **Michael R. Freeland** (50%), part owner of Lebanon Bcstg. Co. (WCOR); **Theodore F. Ezell Jr.** (49.33%), part owner, Lebanon Bcstg. Co., and **Flora Ellen Freeland** (0.67%). Granted Nov. 4.

Newport, Tenn.—Arthur Wilkerson Lumber Co. granted 1270 kc, 1 kw daytime. Post office address % Arthur Wilkerson, Lenoir City, Tenn. Granted Nov. 4.

Sinton, Tex.—San Patricio Bcstg. Co. granted 1590 kc, 1 kw daytime, directional. Post office address % Thomas C. Fleet Jr., P. O. Box 32, San Marcos, Tex. Granted Nov. 4.

APPLICATIONS

Monte Vista, Colo.—George M. Corlett & Lonnie Pippen d/b as **Vista Bcstg. Co.,** 1240 kc, 250 w unlimited. Estimated construction cost $11,25 first year operating cost $24,000, revenue $30,00 Principals in equal partnership are **G. M. Corlett,** attorney, ½ owner *Monte Vista Journal* and former lieutenant-governor of Colorado and **Lonnie Pippen,** editor-½ owner *Monte Vista Journal* and director Colorado Press Association. Post office address % Lonnie Pippen, Monte Vista. Filed Oct. 25.

Newburgh, Ind.—Southern Indiana Bcstrs. Inc. 1590 kc, 500 w daytime. Estimated construction cost $35,587.85, first year operating cost $42,30 revenue $52,500. Principals include President **Van Eaton** (35%), Baptist minister of Glasgow, Ky.; Vice President **Monty L. Cummings** (35% farmer & real estate and Secretary-Treasurer **F. L. May** (30%), accountant. Filed Oct. 22.

Amarillo, Tex.—David P. Pinkston, David R. Worley, Leroy Elmore & W. J. Duncan d/b as **Panhandle Bcstg. Co.,** 1310 kc, 1 kw daytime. Estimated construction cost $25,950, first year operating cost $50,000, revenue $60,000. Principals in partnership include **D. R. Worley** (30%), owner KLEA Lovington, N. M. and 20% owner KTNM Tucumcari, N. M. and 20% stockholder KDAV Lubbock, Tex.; **D. P. Pinkston** (30%), general manager-40% owner KDAV; **Leroy Elmore** (30%), 40% owner KDAV and **W. J. Duncan** (10%), assistant manager KDAV. Filed Oct. 2

APPLICATION DISMISSED

Bay Shore, N. Y.—Coastal Bcstg. Co. FCC dismissed application for new am station on 1520 kc, 250 w daytime. Dismissed Nov. 2.

Existing Am Stations . . .

GRANTS

KXJK Forrest City, Ark.—Forrest City Bcstg. Co. granted CP to increase power from 1 kw to 5 kw. Granted Nov. 4.

WPBC Minneapolis, Minn.—People's Bcstg. Co. granted CP to increase power from 500 w to 1 kw, operating on 980 kc. Granted Nov. 4.

KTXJ Jasper, Tex.—Jasper Bcstg. Co. granted CP to change from 1240 kc, 250 w unlimited to 1350 kc, 1 kw daytime. Granted Nov. 4.

WAPL Appleton, Wis. — Bartell Bcstrs. Inc. granted CP to increase power from 500 w to 1 kw. Granted Nov. 4.

KOVE Lander, Wyo.—Edward J. Breece granted CP to change from 1230 kc, 250 w unlimited to 1350 kc, 1 kw unlimited, directional night. Granted Nov. 4.

APPLICATIONS

KLX Oakland, Calif.—Tribune Building Co. seeks CP to change from employing directional day and night to directional night only on 910 kc. Filed Oct. 28.

WHUN Huntingdon, Pa.—Joseph F. Biddle Pub. Co. seeks modification of CP to increase power from 500 w to 1 kw, daytime. Filed Nov. 2.

WAEW Crossville, Tenn.—WAEW Inc. seeks CP to increase power from 100 w to 250 w. Filed Nov. 2.

APPLICATIONS AMENDED

WKAM Warsaw, Ind.—Kosciusko Bcstg. Corp. amends application for construction permit to change studio location from Warsaw to Goshen, Ind. to specify 1460 kc with 500 w. Filed Oct. 26.

KOKO Warrensburg, Mo.—Clinton Bcstg. Co. amends application for modification of construction permit to change studio location to specify transmitter location as on Hwy. 50, 0.24 mile E. of Junction Hwys. 50 & 13, Warrensburg. Filed Oct. 26.

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New Fm Stations . . .

APPLICATIONS

Los Angeles, Calif.—Nichola M. Brazy seeks new fm station on ch. 246 (97.1 mc) with ERP of 58 kw. Filed Oct. 30.

Fairmont, W. Va.—J. Patrick Beason seeks new fm station on ch. 239 (97.7 mc) with ERP of 72 w. Filed Oct. 27.

Existing Fm Stations . . .

GRANTS

KNX-FM Los Angeles, Calif.—Columbia Bcstg. System Inc. granted modification of CP to change to ch. 226 (98.1 mc); ERP 67 kw; antenna height above average terrain 2,870 ft. Granted Oct. 27; announced Nov. 3.

KWPC-FM Muscatine, Iowa—Muscatine Bcstg. Co. granted request for waiver of Sec. 3.204 (a) to permit operation with 250 w transmitter power output. Granted Nov. 4.

KUGN-FM Eugene, Ore.—KUGN Inc. granted request for waiver of Sec. 3.204 (a) to permit operation with 250 w transmitter power output. Granted Nov. 4.

KWAX (FM) Eugene, Ore.—State of Oregon granted CP to change frequency of noncommercial educational fm station to ch. 207 (89.3 mc) with ERP 10 w. Granted Oct. 27; announced Nov. 3.

STATIONS DELETED

WCSI-FM Columbus, Ind.—Syndicate Theatres Inc. granted request to cancel license and CP and delete fm station on ch. 229. Deleted Oct. 29.

KCRK(FM) Cedar Rapids, Iowa—The Gazette Co. granted request to cancel license and CP and delete fm station on ch 245. Deleted Oct. 28.

KOMO-FM Seattle, Wash.—Fisher's Blend Station Inc. granted request to cancel license and CP and delete fm station on ch. 225. Deleted Oct. 28.

APPLICATIONS

KCMS (FM) Manitou Springs, Colo.—Garden of the Gods Bcstg. Co. seeks modification of CP to change ERP to 746 w; antenna height above average terrain to minus 1563 ft. Filed Nov. 2.

WFMT (FM) Chicago, Ill.—Gale Bcstg. Co. seeks modification of CP to change to ch. 254 (98.7 mc). Filed Nov. 2.

KFAM-FM St. Cloud, Minn.—The Times Pub. Co. seeks modification of license to change ERP to 15 kw. Filed Oct. 26.

Ownership Changes . . .

GRANTS

WTCW Whitesburg, Ky.—KY-VA Bcstg. Corp. granted voluntary transfer of control from Charles F. & Helen H. Trivette to Kenneth J. and Betsy S. Crosthwait through sale of 100 shares of stock to licensee corporation and Crosthwait family for $22,500. KY-VA purchases 95 shares for $21,375; Mr. Crosthwait purchases 5 shares for $1,125. Mr. and Mrs. Crosthwait will now own 51.22%. Granted Nov. 4.

KIYI Shelby, Mont.—Tri-County Radio Corp. granted voluntary transfer of control to John J. Lyon and Frank E. Krshka through sale by John J. Hurley and C. B. Aronow of 19,850 shares of stock for $22,350. Mr. Lyon is in airplane crop spraying and Mr. Krshka was formerly in retail furniture business. Granted Nov. 4.

WIFM-AM-FM Elkin, N. C.—John A. Hinshaw tr/as Valley Bcstg. Co. granted voluntary assignment of license to James B. Childress for $31,500. Mr. Childress is former manager-10% owner WHCC Waynesville, N. C. Granted Nov. 4.

WATG-AM-FM Ashland, Ohio—Mahoning Valley Bcstg. Corp. granted voluntary assignment of license to Ashland Bcstg. Co. for $65,000 cash. Principals include **Dr. Robert S. Burk** (50%), practicing dentist and former owner of 20% interest WONW Defiance, Ohio, and **Carl N. Fox** (50%), manufacturer of canning equipment and former 20% owner of WONW. Granted Nov. 4.

WJAN Spartanburg, S. C.—Spartanburg Bcstg. Co. granted voluntary transfer of control from James C. Byrd Jr. to W. Ennis Bray through sale of 50% stock for $16,500. Bray will now be sole owner. Granted Nov. 4.

KLAN Renton, Wash.—Interlake Bcstg. Corp. granted voluntary transfer of control from Harold E. Ridalls, William L. Simpson & Richard K. Bush to Ralph J. Sanders through sale of all stock for $50,000. Mr. Sanders is president and custodian of Seattle Revival Center Inc., nonprofit religious institution. Granted Nov. 4.

APPLICATIONS

KLMA-Longmont, Colo.—Longmont Bcstg. Co. seeks voluntary transfer of control to Pellon Reed Walker, Irving T. Ludlow & Russell T. Palmer through sale of all stock for $20,000. Principals include President I. T. Ludlow (⅓) cattle feed and ranching, R. T. Palmer (⅓), accountant and P. R. Walker (⅓), salesman. Filed Oct. 26.

WOPA-AM-FM Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Hotel Inc. & Egmont Sonderling d/b as Village Bcstg. Co. seeks voluntary assignment of license to partnership of the same name with same partners. Mr. Sonderling purchases 3¾% interest from Richard Goodman and Mason Loundy for $4,000 and will now own 25%. Messrs. Goodman and Loundy will seperate their joint interest and each will now own 20%. Filed Oct. 26.

KCMA Charles City, Iowa—Inland Bcstg. Corp. seeks assignment of license to Radio Inc. Inland is wholly owned by Radio Inc. and has been dissolved. Filed Oct. 28.

KTSW Emporia, Kan.—Emporia Bcstg. Co. seeks acquisition of control by Gervis F. Reed through purchase of 49.3% interest from Robert B. Reed for $15,000. Mr. G. F. Reed will now be sole owner. Filed Oct. 28.

KDBS Alexandria, La.—Cyril W. Reddoch, Ralph L. Hooks & Klien Evans d/b Dixie Bcstg. Service seeks involuntary assignment of construction permit to Cyril W. Reddoch, individually and as executor of the estate of Klien Evans, deceased, and Ralph L. Hooks d/b as Dixie Bcstg. Service. Mr. Reddoch will now control 66⅔%. Filed Oct. 23.

KREH Oakdale, La.—Cyril W. Reddoch & Klien Evans d/b as Louisian Bcstg. Service seeks involuntary assignment of license to Cyril W. Reddoch, individually and as administrator of the estate of Klien Evans, deceased, d/b as Louisiana Bcstg. Service. Mr. Reddoch will now control 100%. Filed Oct. 23.

KGFW Kearney, Neb.—Central Nebraska Bcstg. Corp. Belle M. Thomas, J. Carl Thomas & Kenneth H. Dryden, executors of the estate of Lloyd C. Thomas seek voluntary transfer of control to J. Carl Thomas and 6 others in accordance with court order. Principals include President John W. Yeager Jr. (12.9%); Vice President Kenneth H. Dryden (1.8%); Secretary-Treasurer Belle M. Thomas (37.3%); E. Hanson Thomas (20.1%); J. Carl Thomas (9.3%); H. S. Thomas (9.3%); and Phillip Thomas (9.3%). Myrtle L. Donohoo sells 50.8 shares to John W. Yeager Jr. for $10,175. No other cash is involved as distribution is in pursuance to court order. Filed Oct. 27.

WDIA Memphis, Tenn.—E. R. Ferguson & J. R. Pepper d/b as Bluff City Bcstg. Co. seeks voluntary assignment of license and construction permit to corporation of same name. Mr. Ferguson will own 40% and Mr. Pepper will own 60%. Filed Oct. 23.

WLAC Nashville, Tenn.—Life & Casualty Ins. Co. seeks voluntary assignment of license to wholly owned subsidiary WLAC Inc. for $1,325,000. Life & Casualty agrees to purchase $1,000,000 worth of indenture bonds from WLAC Inc. Filed Oct. 23.

KGKL San Angelo, Tex. — Lewis O. Seibert seeks voluntary assignment of license to Angelo Bcstg. Telecasting Inc. No consideration involved as Mr. Seibert will own all stock of proposed corporation. Filed Oct. 26.

KVSP Lubbock, Texas—R. Briggs Irvin, Rolan C. Simpson, J. C. Sanders, James G. Jarrett & Wayne D. Tibbs Jr. d/b as Hub Bcstg. Co. seeks voluntary assignment of license to R. Briggs Irvin, Rolard C. Simpson, James G. Jarrett & Wayne D. Tibbs Jr. d/b as Hub Bcstg. Co. Mr. Sanders sells 20% interest to remaining partners for $3,500. Each partner will now own 25%. Filed Oct. 27.

WKLJ Sparta, Wis.—Sparta-Tomah Bcstg. Co. seeks voluntary transfer of control to John F. Monroe and 5 others through sale of all stock for $31,500. Principals include President John F. Monroe (2%), investment securities & banking; Vice President Dr. Wendell Hansen (37½%), partner WMNE Menomonie, Wis., and stockholder WTRW Two Rivers, Wis.; Secretary John F. Monroe Jr. (19%), investment broker and Rev. Willard L. Archer (12½%), Pastor, Downing Bible Church, Downing, Wis. Filed Oct. 22.

Hearing Cases . . .

INITIAL DECISION

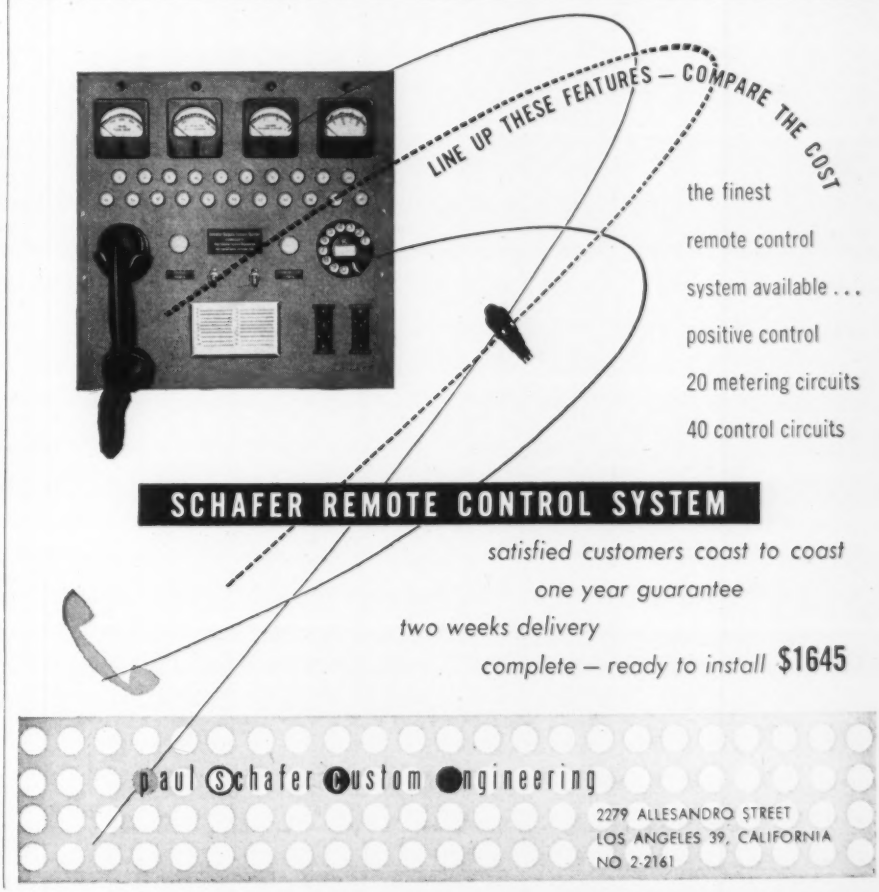
Wichita, Kan.—New Tv, vhf ch. 10. FCC hearing examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of KAKE for construction permit for new tv station on vhf ch. 10; ERP 316 kw visual, 158 kw aural; antenna height above average terrain 947 ft. and denied application of Mid-Continent Tv Inc. Action Nov. 4.

FINAL DECISION

Saginaw, Mich.—New Tv, uhf ch. 51. The Commission announced order making effective immediately hearing examiner's initial decision granting the application of Booth Radio and Television Stations Inc. (WSGW), for construction permit for a new tv station on ch. 51. Granted Oct. 29.

OTHER ACTIONS

Am Antenna Site—By report and order, FCC finalized, effective immediately proposal amending Sec. 3.33 of the rules, requiring all applica-



tions for am stations to specify definite antenna site. Action Oct. 28.

Fm Inter-City Relay Stations—By report and order, the Commission finalized rule-making effective 30 days from publication in the Federal Register, and amended Part 4 of the rules so as to make provision for fm inter-city relay stations in the band 940-952 mc for network operation where suitable common carrier facilities are not available, provided no harmful interference is caused to broadcast studio-transmitter link stations operating in that band. Action Oct. 28.

WWBZ Vineland, N. J.—The Commission announced order denying petition filed by Community Broadcasting Service, Inc., requesting reconsideration and grant without hearing of its application for renewal of license of station WWBZ, Vineland, N. J. Action Oct. 29.

WMID Atlantic City, N. J.—Mid-Atlantic Bcstg. Co. Ordered to show cause why it should not cease and disist from violating Sect. 3.46(c) of the rules by causing objectionable harmonic interference on 2670 kc, which is the frequency used by the U.S. Coast Guard to receive distress signals from small boats; further ordered hearing on this matter to be held in Washington on Nov. 16, 1953. WMID operates on 1340 kc with 250 w, U. Action Oct. 28.

Tv Allocation—Uhf ch. 50 to Washington, D. C. By report and order, FCC finalized rule-making and amended table of tv channel assignments by assigning uhf ch. 50 to Washington, D. C.; changing the offset carrier requirements at Rocky Mount, N. C., from 50 to 50 plus, and at Marion, Va. from 50 minus to 50. Effective 30 days from publication in Federal Register. Action Oct. 28.

Tv Allocation—Uhf ch. 43 to Corpus Christi, Tex. By report and order, FCC finalized rule-making and amended table of tv channel assignments by assigning uhf ch. 43 to Corpus Christi, Tex. Effective 30 days from publication in Federal Register. Action Oct. 28.

Corpus Christi, Tex.—Ch. 6 proceeding. The Commission announced order denying petition filed by the Baptist General Convention of Texas, insofar as it requests enlargement of the issues in the proceeding involving its application and that of Gulf Coast Broadcasting Co. (KRIS) for construction permits for new tv stations in Corpus Christi on ch. 6, to permit inquiry into the availability of finances to Gulf Coast and to permit a showing of comparative signal coverage; further ordered that issues in proceeding may be enlarged by the examiner, upon sufficient allegations of fact in support of the enlargement, to add an issue to determine whether the funds available to the applicant will give reasonable assurance that proposals set forth in its application will be effectuated. Action Oct. 29.

Superior, Wis., Duluth, Minn.—Ch. 3 proceeding. The Commission announced its orders granting petition filed by Head of the Lakes Broadcasting Co. (WEBC), for review of examiner's ruling denying petitioners request for 30-day postponement of hearing in proceeding involving its application and that of Red River Broadcasting Co. (KDAL), for construction permits for new tv stations on ch. 3 in Superior, Wis., and Duluth, Minn., respectively; postponed hearing to Nov. 30, 1953; denying petition filed by Head of the Lakes Broadcasting Co. (WEBC), requesting that the hearing in the above-mentioned proceeding be limited to testimony and argument on Issue No. 5 (to determine whether choice can be made between the applications on the basis of Section 307(b) and if so, whether a grant to one or another of the applicants would provide the more fair, efficient, and equitable distribution of service) before evidence is received on the remaining specified issues. Action Oct. 29.

Routine Roundup . . .

October 30 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request modifications of CP for extension of completion date as indicated:

WJBK Detroit, Storer Bcstg. Co.; KRON-FM San Francisco, The Chronicle Pub. Co.; WWJ-FM Detroit, The Evening News Assn.; KNEV (FM) Reno, Nev., Everett B. Cobb; WSPD-FM Toledo, Ohio, Storer Bcstg. Co.; KPIX (TV) San Francisco, KPIX Inc., 12/2/53; WBOS-TV Boston, E. Anthony & Sons Inc.; KTNT-TV Tacoma, Wash., Tribune Pub. Co., 1/15/54; KUTV (TV) Salt Lake City, Utah, Utah Bcstg. & Television Corp., 5/25/54.

License to Cover CP

KAIM (FM) Honolulu, Christian Bcstg. Assn.—License to cover CP (BPH-1876) as mod., which authorized new station (BLH-930).

KFEL-TV Denver, Eugene P. O'Fallon Inc.—License to cover CP (BPCT-691) as mod., which authorized new station (BLCT-156).

WAGA-TV Atlanta, Ga., Storer Bcstg. Co.— License to cover CP (BPCT-1436) as mod., which authorized changes in existing station (BLCT-157).

WTMJ-TV Milwaukee, Wis., The Journal Co.—License to cover CP (BPCT-695) as mod., which authorized changes in existing station (BLCT-158).

Renewal of License

Following stations request renewal of license:

KGER Long Beach, Calif., John Brown Schools of Calif. Inc. (BR-11); KPMO Pomona, Calif., Valley Bcstg. Co. (BR-1697); KSMU-FM Dallas, Tex., Southern Methodist U. (BRED-68).

Remote Control

Following stations request to operate transmitters by remote control:

KXGI Fort Madison, Iowa, KXGI Inc. (BRC-215); WCTC New Brunswick, N. J., Chanticlear Bcstg. Co. (BRC-216); WCTC-FM New Brunswick, N. J., Chanticlear Bcstg. Co. (BRCH-60).

November 2 Applications

ACCEPTED FOR FILING

Renewal of License

KDAC Fort Bragg, Calif., Edward Mertle—Renewal of license (BR-2649).

Modification of CP

Following stations request modification of CP for extension of completion dates as indicated:

WJRE (TV) Indianapolis, Ind., Marion Bcstg. Corp., 5/1/54; KNEH (TV) Clovis, N. M., Telepolitan Bcstg. Co.; KALA (TV) San Antonio, Tex., Alamo Tv Co., 4/25/54.

APPLICATIONS RETURNED

CP for Am

Voice of Lake Tahoe, Skyharbor, Nev.—CP for new am station to be operated on 1490 kc, power of 250 w and unl. hours.

Assignment of License

KLUK Evanston, Wyo., Adv. Enterprises Ltd.—Voluntary assignment of license to Edwin L. Bullis tr/as Adv. Enterprises Ltd.

November 3 Decisions

BY BROADCAST BUREAU

Actions of October 30

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WCTC-FM New Brunswick, N. J.; WCTC New Brunswick, N. J.; KXGI Fort Madison, Iowa.

Modification of CP

KLIK Jefferson City, Mo.; Empire Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6334).

WBOS-TV Boston, Mass., E. Anthony & Sons Inc.—Granted mod. CP for extension of completion date to 5/25/54.

Actions of October 29

Modification of CP

WCLB Camilla, Ga., Capel Bcstg. Co.—Granted mod. CP for approval of ant., trans. location and specify studio location (BMP-6311).

WIEK Scranton, Pa., Scranton Radio Corp.—Granted mod. CP to change trans. location (BMP-6340).

WHCO Sparta, Ill., Hirsch Communication Engineering Corp.—Granted mod. CP for approval of ant., trans. and studio location; conditions (BMP-6331).

Actions of October 27

Granted License

KTTS-FM Springfield, Mo., Independent Bcstg. Co.—Granted license for changes in fm station; ch. 234 (94.7 mc); 11 kw, unl.; ant. 227.5 ft. (BLR-928).

KDUZ Hutchinson, Minn., McLeod County Bcstg. Co.—Granted license for am broadcast station; 1260 kc, 1 kw-D (BL-5127).

WILD Birmingham, Ala., Pilot Bcstg. Corp.—Granted license covering change in frequency, increase in power, installation of new trans. and DA for night use and change trans. and studio location; 850 kc, 1 kw-N, 10 kw-LS, unl., DA-N, conditions (BL-4988).

Granted CP

KCNA Tucson, Ariz., The Catalina Bcstg. Co.—Granted CP to install new trans. as auxiliary trans., at present location of main trans., to be operated on 580 kc, 500 w, DA-N (BP-9015).

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

WTVO-TV Rockford, Ill., to 2/24/54; WNES Indianapolis, Ind., to 5/25/54; KIMA-TV Yakima, Wash., to 1/20/54; WNXT Portsmouth, Ohio, to 5/15/54, conditions.

Actions of October 26

Granted License

WDLC Port Jervis, N. Y., Port Jervis Bcstg. Co.—Granted license for am broadcast station; 140 kc, 100 w, unl.; condition (BL-5055).

Granted CP

WBEN Buffalo, N. Y., WBEN Inc.—Granted CP to install new auxiliary trans. (BP-9047).

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

WIND-TV Chicago, Ill., to 5/25/54; WSIL-TV Harrisburg, Ill., to 5/11/54; WKAB-TV Mobile, Ala., to 3/1/54; KTCO Fort Worth, Tex., to 4/11/54; KHQ-TV Spokane, Wash., to 2/1/54; WWJ-TV Detroit, Mich., to 5/20/54; KWIK-TV Pocatello, Idaho, to 4/25/54.

November 3 Applications

ACCEPTED FOR FILING

License to Cover CP

WEZB Homewood, Ala., Voice of Homewood—License to cover CP (BP-7985) as mod., which authorized new station (BL-5133).

WDUN Gainesville, Ga., Northeast Ga. Bcstg. Co.—License to cover CP (BP-8538) which authorized change in frequency (BL-5132).

WLET Toccoa, Ga., R. G. LeTourneau—License to cover CP (BP-8701) as mod., which authorized increase power and install new trans. (BL-5126).

WIZZ Streator, Ill., Streator Bcstg. Co.—License to cover CP (BP-8549) as mod., which authorized new station (BL-5126).

WFUL Fulton, Ky., Ken-Tenn Bcstg. Corp.—License to cover CP (BP-8914) which authorized side mounting of fm ant. and am tower (BL-5130).

WPAG Ann Arbor, Mich., Washtenaw Bcstg. Co.—License to cover CP (BP-8717) which authorized mounting of tv ant. on top of am tower and make correction in coordinates only (BL-5125 resubmitted).

WHDF Houghton, Mich., Upper Mich. Bcstg. Co.—License to cover CP (BP-8568) as mod., which authorized installation of new trans. (BL-5129).

KFDX-TV Wichita Falls, Tex., Wichtex Radio & Tv Co.—License to cover CP (BPCT-722) as mod., which authorized new station (BLCT-159).

CP to Install Transmitter

KTKN Ketchikan, Alaska, Alaska Bcstg. Co.—CP to install new trans. as alternate main trans. at present location of main trans. to be operated on 930 kc with power of 1 kw (BP-9064).

Modification of CP

WABJ Adrian, Mich., Gerity Bcstg. Co.—Mod. CP (BP-6251) as mod. for extension of completion date (BMP-6349).

November 4 Decisions

BY COMMISSION EN BANC

McFarland Letter

Sheboygan Bcstg. Co., Sheboygan, Wis.; Eastern Wisconsin Bcstg. Co., Plymouth, Wis.—Are being advised that applications (BP-8715 and BP-8969) for new am stations to operate on 1420 kc, 500 w, D, in Sheboygan and Plymouth, respectively, indicate necessity of hearing.

KLIL Estherville, Iowa; Estherville Bcstg. Corp.—Is being advised that application (BP-8828) to increase power from 100 w to 250 w, operating unl. time on 1340 kc, indicates necessity of hearing.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

Barr Building . Washington 6, D. C., NA. 8-3233

Lincoln Building . New York 17, N.Y., MU. 7-4242

PROFESSIONAL CARDS

ANSKY & BAILEY INC.
...tive Offices
National Press Building
... and Laboratories
1339 Wisconsin Ave., N. W.
...ington, D. C. ADams 4-2414

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO- 3-3000
Laboratories Great Notch, N. J.
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GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

...mmercial Radio Equip. Co.
...erett L. Dillard, Gen. Mgr.
...NATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
... BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
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CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

...RANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

...KEAR & KENNEDY
... 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
...gistered Professional Engineer"
... G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

...OBERT L. HAMMETT
...CONSULTING RADIO ENGINEER
...O BANKERS INVESTMENT BLDG.
...AN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
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CONSULTING RADIO ENGINEERS
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Engineer on duty all night every night
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Complete Installations
TOWER SALES & ERECTING CO.
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HOFFMAN RECORDS
Offering discs concerning Studebaker Cars, punches Terrific sales for Local Dealer! One station in Each city being approached. Inquiries are really not necessary.
BOX 11 HOLLYWOOD

...VZ New Haven, Conn., The WAVZ Corp.; ...Bcstg. System, Inc., Bay Shore, N. Y.—Are ...advised that application of WAVZ (BP- ...o change frequency from 1260 kc to 1300 kc, ...ing daytime only with 1 kw, and applica- ...f Key Bcstg. (BP-8422) for new am station ...erate on 1300 kc, 1 kw D, DA, indicates ne- ...y of hearing.

...thern Radiocasting Co., Darlington, S. C.— ...ng advised that application (BP-8836) for ...m station to operate on 1420 kc 500 w, D, ...tes necessity of hearing.

Denied Request

...NK Muskegon, Mich., N-K Bcstg. Co.—De- ...request for waiver of Sec. 3.57(a) to oper- ...ith reduced power.

Renewal of License

...following stations were granted renewal of ...es on a regular basis:

...LB Monroe, La., KCSU Provo, Utah; KAFY ...sfield, Calif.; KAVL Lancaster, Calif.; KBEE (FM) Modesto, Calif.; KBLA Burbank, Calif.; KBOX Modesto, Calif.; KCSB San Bernardino, Calif.; KCMJ Palm Springs, Calif.; KCOK Tulare, Calif.; KCRA Aux. and Alt., KCRA-FM Sacramento, Calif.; KDFC(FM) Sausalito, Calif.; KERN-FM Bakersfield, Calif.; KFAC & Aux. KFAC-FM, Los Angeles, Calif.; KFBK-FM Sacramento, Calif.; KERO Bakersfield, Calif.; KFOX KFOX-FM Long Beach, Calif.; KFRC & Aux. San Francisco, Calif.; KFRE Fresno, Calif.; KFSD & Aux. KFSD-FM San Diego, Calif.; KFSG, Los Angeles, Calif.; KFVD Los Angeles, Calif.; KFXM San Bernardino, Calif.; KGB San Diego, Calif.; KGDM-FM Stockton, Calif.; KGIL San Fernando, Calif.; KHJ & Aux. KHJ-FM Los Angeles and Hollywood; KHSL Chico, Calif.; KHUM Eureka, Calif.; KJBS San Francisco, Calif.; KLTI-FM Longview, Tex.; KLX KLX-FM Oakland, Calif.; KMJ KMJ-FM Fresno, Calif.; KMOD Modesto, Calif.; KPFA (FM), Berkeley, Calif.; KPPC Pasadena, Calif.; KRE-FM Berkeley, Calif.; KRED (FM), Eureka, Calif.; KRFM (FM) Fresno, Calif.; KRKD KRKD-FM Los Angeles, Calif.; KRNO San Bernardino, Calif.; KROG Sonora, Calif.; KSFE Needles, Calif.; KSFO San Francisco, Calif.; KSMA Santa Maria, Calif.; KSON San Diego, Calif.; KSRO Santa Rosa, Calif.; KSUE Susanville, Calif.; KTKR Taft, Calif.; KTMS Santa Barbara, Calif.; KVCV Redding, Calif.; KVEC San Luis Obispo, Calif.; KWBR Oakland, Calif.; KWG Stockton, Calif.; KWSD Mt. Shasta, Calif.; KXO El Centro, Calif.;

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager with capital to invest. Capital required only to insure interest in job. Box 376A, B•T.

Salesmen

Permanent position with substantial guarantee and commission in 91st market, Stockton, California. Network, 1000 watt fulltime. Sizeable account list to begin with, prospects unlimited Write Box 259A, B•T.

5,000 watt southeastern station **wants salesman** doing good job on smaller station. Ideal opportunity for good man who wants to advance to sales manager. Salary plus percentage. Box 356A, B•T.

Salesman: Good opportunity for man who can sell radio in small, single station market in Ohio. Must be hard worker with ambition to build good account folio. Box 372A, B•T.

In West Virginia—opening for salesman with opportunity to become sales manager shortly. Need sober, dependable producer who can sell quality. Salary open. Good guarantee against commission. Tremendous opportunity. Box 388A, B•T.

Guaranteed monthly income $400. against 15 percent commission, protected territory, account list for experienced salesman. Established Illinois independent offers permanent position, good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid pension plan. Fast growing community in county with $86,000,000 annual retail sales. Personal interview necessary. Write details of training, experience, age. Box 411A, B•T.

Suburban Chicago. Draw, liberal commission. Aggressive, successful station. Write full details. Excellent earnings result from hard work. WEAW, AM-FM, Evanston, Illinois.

Top, experienced time salesman, who wants an excellent opportunity in a growing company. Salary, bonus, car expense. Want a man who wants to become an active part of a growing area. Write details to Manager, WHFB, Benton Harbor, Michigan.

Need ambitious salesman, experience secondary. WKEI, Kewanee, Illinois.

Salesmen—now calling on radio and tv stations! Sell our line of call letter specialties. Fast sellers; big profits. Write RA-TEL, Box 770, Huntsville, Alabama.

Announcers

Near Chicago. 1000 watt independent wants experienced announcer who can do limited amount of transmitter work. Good pay for right man. Personal interview required. State age, experience. Box 958X, B•T.

Experienced announcer for North Dakota 5 kw network station. Send tape, full details. Box 241A, B•T.

CBS upper midwest affiliate desires newscaster for major newscasts. Some experience. Forward audition and details. Box 300A, B•T.

Help Wanted—(Cont'd)

Minnesota station needs first class engineer-announcer. Good salary. Opportunity to earn extra money selling. Box 371A, B•T.

Wanted at once, announcer with good voice. Prefer sales and sports experience. Located in Central Michigan. Box 379A, B•T.

Opening southwest combination engineer-announcer with emphasis on announcing. Send details to Box 381A, B•T.

Sports director-announcer-salesman. Can you sell and call play-by-play sports, or sell and announce? Then good future in top little market in West Virginia. Send qualifications, salary expected soonest. Box 389A, B•T.

Local network affiliate in medium southern market needs news writer-announcer, with actual news writing and gathering experience, plus good enough voice to warrant air trick. Salary dependent on background and potential. Excellent community. Well established prestige station. Send tape and samples of work to Box 399A, B•T.

Experienced announcers, eastern Indiana, immediately for quiz shows and general duties that run board. 1st class license if possible. Wire details. Box 410A, B•T.

Announcer, one year experience, 250 watt independent. Seeks advancement. Married, non-drinker. Box 413A, B•T.

Sportscaster, 250 watt network station in intermountain area; good pay. Send audition and photo. Car necessary. KBIO, Burley, Idaho.

Staff announcer with progressive MBS affiliate. Experience necessary. Good future offered. Apply, KBTM, Jonesboro, Arkansas.

Staff announcer, established 250 watt south Texas independent. Can use conscientious beginner, but no drifters. Frank Wilson, Jr., KCTI, Gonzales, Texas.

KFLW-CBS, Klamath Falls, Oregon, one of best Pacific Coast intermediate market stations, needs another top announcer-salesman with a first class license. Our men earn 3 figures weekly. Tv potential. Character, integrity, ability count most with us. Phone for interview. Bud Chandler, General Manager.

Top pay—for top man to replace terrific DJ lost to tv. Must be strong on ad-lib, humor, commercials. If you think you can qualify, send tape or contact WAPL, Appleton, Wisconsin.

First rate announcer with ticket or permit. Must have three years experience. Able to run combo. Steady job. 250 watt independent. Excellent salary. WHUC, Hudson, New York.

Experienced morning man-announcer, good ad-lib wide-awake delivery, must do news. Tv future. Tape (7½") and letter to WIBM, Jackson, Michigan.

Announcer-engineer, first phone, immediate opening. WKJF, Pittsburgh 11, Pa.

Immediate opening for better than average announcer. Good working conditions and excellent pay. Give salary requirements, past experience first letter. WMJM, Cordele, Georgia.

Help Wanted—(Cont'd)

Announcer with engineering background. Metropolitan Washington, D. C.—WPIK, Alexandria, Virginia. Send resume, disc or tape, first letter.

One announcer with experience and one first class engineer with at least three years experience. Pay commensurate with experience. Radio Station WPRS, Paris, Illinois.

Announcer-morning man strong on DJ and news for progressive daytime independent. Small city vacation area. Salary commensurate with ability. tape or disc immediately or call in person. WWNH, Rochester, New Hampshire.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

Combo man with first phone for Twin Cities area in Minnesota. Excellent salary, good working conditions. Send tape and resume to Box 390A, B•T.

First class engineer with car for midwest kilowatt directional. No announcing. Permanent job with tv future. Box 412A, B•T.

Kentucky station wants good first class radiotelephone operator with ability to operate board and do normal maintenance work on am and fm transmitting and associated equipment. Advancement awaits competent person. State experience and educational background, giving character and job references. Also state present salary and hours per week. Box 415A, B•T.

Video engineers and chief engineer for 250 watt station located eastern seaboard. Box 420A, B•T.

Chief engineer. Should be capable taking complete charge engineering for 1 kw directional am and vhf tv being constructed on channel 11. More interested in practical background than theory. Send full details via letter to Frank C. McIntyre. KLIX is Klickin', Twin Falls, Idaho.

First class engineer for am/fm ABC affiliate. WCLI, Corning, New York.

WSAZ, Inc., has openings in microwave radio and tv. Write, wire or call John Clay, Chief Engineer, WSAZ, Inc., Huntington, West Virginia.

Production-Programming, Others

Program director and production manager for network station in large midwestern city. Prefer college graduate. Must love work and have management interests at heart. This can be big. Send all details, including snapshot and salary requirements, to Box 318A, B•T.

Topflight news station, midwest clear channel, has opening for mature, experienced news editor for combination radio-tv job. Must be first rate writer-reporter, preferably with some newspaper experience. Box 337A, B•T.

Newsman: 1000 watt midwest prestige independent needs a local news reporter. Have an immediate and permanent opening for a man who has experience pounding a newsbeat; can write an interesting, factual story; and who has a good air voice. $80.00 per week to start. Opening created because of a promotion. Send everything first letter. Box 342A, B•T.

Immediate opening for experienced continuity writer. Midwest 250 watt network station. Good working conditions. Give past record, salary requirements, etc. Write Box 386A, B•T.

Woman copywriter, also do some shows, 250 watter near N. Y. Box 407A, B•T.

Experienced traffic girl, to handle radio and tv. Send experience, references, photo, salary requirements. Program Manager, KCSJ, Pueblo, Colorado.

Opening southwest, 1000 watt station for experienced continuity writer or man and wife combination commercial manager and continuity writer. Contact Dave Button, KSVP, Box 38, Artesia, New Mexico. Phone 650.

SALES ENGINEERS

RADIO AND TV BROADCASTING EQUIPMENT

Prominent national manufacturer of TV, radio broadcasting and communications equipment is expanding its sales force and has openings for Sales Engineers in the Midwest, Northcentral, and West Coast territories.

These are permanent positions involving travel for qualified men who are anxious to advance with progressive midwest company. Desire to sell and knowledge of broadcasting equipment essential. These are salaried positions with increased remuneration for more sales. Send full details first letter with photo, if possible, and territory preference. Write Box 240A, B•T.

Help Wanted—(Cont'd)

Experienced copywriter to take charge of department. Immediate opening. Good pay. Permanent. Send full particulars WGAC, Augusta, Georgia.

Program director and copywriter, male or female. Send details, photo. WTWA, Thomson, Georgia.

Immediate opening commercial copywriter at friendly local station. Good pay, paid vacation, permanent position. Send full particulars, WVSC, Somerset, Pa.

Television

Managerial

Station manager wanted—chief engineer wanted. Topflight men with tv experience for applicant in class A Florida city. Salary, stock, bonus. Complete biography essential in first letter. Box 432A, B•T.

Salesmen

Immediate availability for aggressive salesman looking for topnotch future in television sales. Wealthy market assures excellent opportunity for the right man. Send complete information, including photo to Box 385A, B•T.

Announcers

Newscaster. New midwest television station desires experienced newscaster, with good voice and appearance, to write own newscast. Send full details with photo and tape. Box 404A, B•T.

Technical

Need good film man for southern tv station. Must be able to handle entire operaton of film department. Editing, storing, records, trans-shipment. Write Box 349A, B•T.

Engineers. Am control, tv studio, master control. 5 day week. Paid vacations. Midwest vhf. Advise background and include photo. Box 330A, B•T.

New Florida west coast television station has opening for young technician with first class license. Southerner preferred. Box 351A, B•T.

Production-Programming, Others

Program director, tv director. Extensive background covers radio, theatre, television. Association desired with new tv station or radio station with tv potential. Experience includes announcing, newscasting, acting, staging. Box 370A, B•T.

Experienced tv producer with practical television experience. Ability to produce local commercial shows. Take charge of new vhf station's program and production department. Located in metropolitan market area of 350,000. Excellent opportunity. Box 380A, B•T.

Director with television experience. Necessary to handle complete production and direction of all types of programs on midwestern station. Box 405A, B•T.

Situations Wanted

Managerial

Owners—your eastern station in the black on your terms. Two man, multiple purpose, management-operations team. Full data to Box 215A, B•T.

Manager, with excellent record, seeking new connection as manager or sales manager, with opportunity to invest in business by stock purchase outright or from salary. Sales background of 20 years in newspaper and radio with only four employers. Can prove management and sales ability. Only proposals with five-figure return considered. Box 384A, B•T.

Salesmen

Announcer-salesman, five years experience. Details and audition by return mail. Box 401A, B•T.

Salesman-announcer seeks position in southwest or west. Strong on sales. Box 425A, B•T.

Radio salesman: one of the top salesman at nation's leading independent major market station desires New York location, currently earning $16,000 on straight commission. Highest character and business references or will welcome interesting television challenge. Box 422A, B•T.

Situations Wanted—(Cont'd)

Announcers

Announcer, 4 years. Strong news write-edit commercials that sell. Character voices. Run board. Prefer midwest. Box 881X, B•T.

Announcer. Recent broadcasting school graduate. No experience. Third class ticket. Box 183A, B•T.

Four years experience. Excellent news delivery, versatile background. Seeks larger market. Box 373A, B•T.

Attention station manager; announcer, all phases, excellent voice, terrific potential, will travel Box 374A, B•T.

Announcer with first phone. Six years experience. Pop music deejay, hillbilly characterization, staff man. Require top salary. Box 382A, B•T.

Experienced announcer. Four years background all phases. PD, log, and copy experience. Twenty-nine, single, free to travel. Hillbilly disc work, West Virginia, Virginia. Well grounded in news gathering and editing. Tape, photo and resume available on request. Box 387A, B•T.

Announcer-producer-director looking for change. Presently employed. Also run board and write copy. Network experience. Best references, tape and details upon request. Box 392A, B•T.

PD-announcer. Accent on programming. Married, vet, car. 4 years announcing, 2 programming. Prefer northeastern metropolitan market. Personal interview. Box 394A, B•T.

Newscaster, announcer, DJ, 10 years experience am, tv. Excellent voice, network calibre. Proven ability. Also write, produce and direct. California market preferred. Tape, picture and resume upon request. Write Box 396A, B•T.

Sportscaster, four years play-by-play network affiliated stations. Desire radio-television spot. Excellent special events, disc shows. Box 397A, B•T.

Newscaster. Mature, authoritative voice. Also news writing and general staff announcing. Box 409A, B•T.

DJ four years experience—major market, indie and net. Year ½ hour tv DJ show-tv producer. Desires permanent position with music-minded station. Box 417A, B•T.

Some experience on DJ, news, commercials, control board possible. Position near east. Tape, resume, references. Box 430A, B•T.

Tyro announcer, control board operator. Seeking start in radio career. Good voice. All offers considered. Box 431A, B•T.

Available. Selling voice, 2½ years experience. Understanding in news, views, and chats. Writes, edits news. Board experience. School grad. Leif LeRoy Brush, 1020 Lawrence, Chicago, Illinois.

Announcer, good news-smooth commercials, platterman-control board, light experience, veteran sober, travel, resume tape. Bill Fennelly, 9216 78th St., Woodhaven, L. I., N. Y.

Versatile announcer, board operator. Small station experience. Brad Harris, 331 Alabama Avenue, Brooklyn 7, New York. Hyacinth 8-5479.

Announcing, copywriting, PD, 5 years experience. University graduate, family man, mature, dependable. With last employer three years. Available immediately. Dwight M. Larick, 2-8472, Roanoke, Virginia.

Young, versatile. Limited experience. Disc jockey, news, good clear voice. Gil Stenson, 530 East 156th St., Bronx 55, New York.

Situations Wanted—(Cont'd)

Announcers good staff men, board trained 3rd ticket. Al Thomas—east central. Del Kirby—Kentucky, Tennessee. Rod Hurley—northeast. Pathfinder School of Radio, 737 11th St. N. W., Washington D. C.—MEtropolitan 8-5255.

Combination man. 7 years experience. News, commercials, play-by-play, chief engineer. Permanent south or southwest. P. O. Box 4003, Shawnee, Okla.

Technical

Technician—first class license, experience studio, transmitter, remotes, recordings. Box 292A, B•T.

First class telephone operator desires position. Experienced five year television technician. Box 377A, B•T.

Combo man—3rd class license, ambitious, draft exempt. Progressive 250-500 watt station. Box 395A, B•T.

Engineer-experienced. Broadcast vhf construction and maintenance. References Box 421A, B•T.

Available immediately. Engineer thoroughly versed designing, construction and installation of equipment. Employed through July, 1953 by The National Committee for a Free Europe as engineer-in-charge of monitoring station Munich, Germany. Desire to re-establish United States residence. Experience includes also transmitter duties WMGM, New York; WRNY-W2XAL, Rochester, New York; placement and maintenance of radio communications system, police, fire departments, Union City, New Jersey. During many years of amateur activity designed and constructed much equipment such as transmitters, receivers, oscillascopes, high fidelity amplifiers, etc. Excellent references. Details on request. Box 424A, B•T.

Engineer—Ex-Signal Corp. available. 12 years overall broadcast. E. F. Bryan, Sr., 4208 Fourth St., S. E., Washington, D. C., Apt. 4.

Engineer, 16 years experience—10 chief. Presently employed government project. References. Harold White, Box 407, Caribou, Maine. Phone 2-1511.

First phone, car, RCA Institutes grad. Some am experience. Prefer tv job. 23-D Woodland Terrace, Clairton, Pa.

Production-Programming, Others

News director, radio-tv, 10 years experience, now midwest, wishes to relocate east. Box 210A, B•T.

Girl experienced in air work and copy, 50 kw station, desires change. Box 326A, B•T.

Women's director—write copy, handle traffic, do DJ shows. Graduate of midwestern broadcasting school. Disc and photo available. Box 418A, B•T.

Television

Managerial

Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty year successful broadcasting background. Box 331A, B•T.

Manager, radio. Television station; seven (7) years experience in medium size market. Presently employed as general manager of tv station in the southeast. Good references available; married; dependable. Good paying manager or sales manager position desired. Will consider radio with the right proposition. Box 414A, B•T.

(Continued on next page)

A PROPOSITION!

We'll swap our low-band television transmitter (ch. 2-6) and enough equipment to get on the air for an interest in your television dream. Have you a CP or an application in mind? Let's talk. Box 400A, B•T.

Situations Wanted—(Cont'd)

Announcers

Tv newscaster-commentator. I prepare original news and feature shows. Viewable, salable. Box 375A, B•T.

Technical

Thoroughly experienced studio and transmitter man, (five years), first phone, some video training but no experience, seeks video job. State salary and details. Box 406A, B•T.

Film cameraman-editor, capable, experienced. References, will travel. Write G. Haimsohn, 1404 N. Gardner, Los Angeles 46, Calif.

Production-Programming, Others

Tv director-supervisor, 33, with 3 years tv and 4 years radio, desires change to more progressive station. Box 256A, B•T.

Tv artist, top quality graphic, scenic illustrative art. Major market experience. Resume, sample. Box 408A, B•T.

Senior director-producer, midwest tv, has good job. Looks for better opportunities in bigger market. Box 416A, B•T.

For Sale

Stations

Midwest, 5,000 watt, fulltime; good money maker, sound investment. Excellent assets, well equipped. Priced less than you could replace physical plant for. **Large amount of unfulfilled advertising contracts. Station definitely in the black, but priced for immediate sale. If you're ready to make a deal in a hurry, contact Box 199A, B•T. Terms available.**

5 kw midwest. Indie. Volume 125,000. Priced to sell. Box 434A, B•T.

Equipment, etc.

Lehigh self-supporting tower, CAA lighted, 140 feet, with extra heavy base. Equipped with base insulators. State price offered. Box 378A, B•T.

Westinghouse fm 10 kw amplifier with high voltage rectifier unit. Like new, worked 7,000 hours. No reasonable offer refused. Contact G. B. McDermott, President, Radio Station KBUR, Roosevelt Avenue, Burlington, Iowa.

Novachord—Excellent condition. For immediate sale, all offers considered. Contact Syl Novelli, Station WHAM, Rochester, New York.

Truscon, self-supporting tower, model H-30, 270 feet, dismantled am-uhf-tv with lights ready for shipment. **Best offer.** WOKY-TV, Milwaukee, Wisconsin.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

WE transmitter 250 w. Best offer takes. WVOS, Liberty, N. Y.

Fm transmitter equipment, all like new, as a package. Model #734 Collins 10 kw fm transmitter, 4-section pylon RCA and 3⅛" transmission line for antenna (600 feet available). Wire or call Carl Rollert, Cedar Rapids Television Co., Cedar Rapids, Iowa.

For Sale—(Cont'd)

Ampex tape recorder, model 401-A, very latest push button remote control portable model. New machine guarantee. Excellent condition, used about ten hours as demonstrator. $795.00 fob Topeka, Kansas. Only one, first come first served. Radio Engineering Company, 908 Kansas Avenue, Phone 3-1336.

Call letter specialties. Anything you want! Big Xmas special—ties, $2.00. RE-TEL, Box 770, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Complete 3 to 10 kw-fm transmitter with antenna and monitors. State complete details including make, date purchased, frequency, location etc. also modulation monitor and 150 ft. self supporting insulated tower for am. Must be cheap for cash. Box 391A, B•T.

Would like to purchase new or used transcribed series of Speed Gibson. Radio Station WMNC, Morganton, North Carolina.

Need one RCA 70-C1 turntable and arm limiting amplifier, 250 watt broadcast transmitter. Box 402A, B•T.

Dual channel console and associated audio equipment. Box 403A, B•T.

Andrew 8 Bay Multi-V fm antenna—unmounted. Dixie Network, Jackson, Tenn.

Television film wanted for distribution or outright sale. Libraries, shorts, features musicals, dramas, travelogs or old pictures on 16mm. only. Write, Wire or phone Palmetto Broadcasting System. Phone LD-14, Anderson, S. C. Producers of Uncle Remus features.

Miscellaneous

FCC licenses quickly by correspondence. **Also new 8-weeks resident class begins November 9.** Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

ASSISTANT MANAGER

Available as liaison or to handle programming. Administrative, executive ability. 14 years AM experience: announcer to manager. Emphasis: news and special events. Authoritative air work. Hymn soloist with own Hammond. Family man. Church worker. Interested *only* in friendly, cooperative, progressive station with men who *know* and *practice* good radio, and will permit advancement. Full personal data to sincerely interested executive. Seeking new opportunity on permanent basis. All replies acknowledged with thanks! Box 426A, B•T.

Help Wanted—(Cont'd)

Announcer

TWO COMBO MEN

Need immediately TWO 1st Class ticket announcers for new remote operation. Good pay in a good community for good men. No drunks, drifters or deadheads. Call Ronceverte, West Virginia 300, and be prepared to make deal on first call. References required. WRON, NBC affiliate, Ronceverte, W. Va.

Technical

CHIEF ENGINEER for directional and non-directional array. Reliable, experienced man. Permanent position with solid future. Minimum announcing desired but not mandatory. Immediate opening. Contact N. C. Haagenson, Manager, KGDE, Fergus Falls, Minnesota.

Situations Wanted

Managerial

RADIO STATION MANAGER. Five years experience in all phases of radio administration. Presently managing 250 watt fulltime AM-FM independent in major market, grossing $250,000. a year. Will be available around December 1 due to sale of station. Prefer eastern location. 38 years old: BS and MS Business Administration; veteran; excellent references. Box 429 B•T.

Television

Managerial

MANAGERSHIP or ASS'T MANAGERSHIP

Seven years experience in radio and television. At present I am employed by one of the countries largest TV stations. Available immediately. Desire to make a change in order to locate permanently. Can furnish the highest of references. Box 423A, B•T.

Salesmen

ATTENTION

TV FILM DISTRIBUTORS!

Are you interested in having a top-notch salesman on your staff who understands all the ramifications of selling film to tv stations? Am at present associated with the sales division of a major motion picture company. Have 20 years years experience buying booking, selling film. Am 42 years of age. Will travel anywhere. Box 419A, B•T.

Production-Programming, Others

Film buyer and ass't. program director in major market tv station desires full program directorship in established or new station. Extensive background in radio plus three years in television, available immediately. Will travel anywhere. Box 428A, B•T.

For Sale

Equipment, etc.

EQUIPMENT FOR SALE

Priced to sell, all good-to-excellent condition. Federal 10 kw fm transmitter and Collins 8 Bay side mount antenna for 93.7 MC. Approximately 300' Andrew 3⅛ coax with miscellaneous hardware and RCA BAF14A am-fm isocoupler. Gates and Collins console. Collins limiter. Miscellaneous racks, patch panels and cord, line equalizers and turntables. Box 900X, B•T.

AVAILABLE IMMEDIATELY

TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

XUM

For Sale—(Cont'd)

TV TRANSMITTER FOR SALE NOW ON AIR

Complete package

- GE 5 KW transmitter
- Input and monitoring equipment
- 6 Bay antenna

This equipment may be inspected now while operating

KFMB-TV

San Diego, California

Wanted to Buy

Stations

WILL PURCHASE

250 Watt to 1000 Watt

RADIO STATION

Send full details and asking price to:
G. J. Holtz, UNIVERSAL BROADCASTING SYSTEM,
216 Tremont St. Boston, Mass.

Miscellaneous

HERE'S HELP FOR A BUSY EXECUTIVE WHO SEES RED!

Here's a broad service performed with tact and diplomacy for the busy broadcaster who would like to increase sales and reduce costs. If your market indicates a potential waiting to be tapped, I would like to explore the ways in which your business can be developed. Cost realistically based on results. For a confidential meeting, write direct or through your representative to: Arthur L. Whiteside, 20 Burnett Terrace, West Orange, New Jersey. Operations research and development for Radio-TV management.

Employment Services

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Effective service to Employer and Employee
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TV & Radio Management Consultants
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Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

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New York 22, N. Y. ELdorado 5-0405

FOR THE RECORD

KXOC Chico, Calif.; KYNO Fresno, Calif.; WSIC-FM Statesville, N. C.; WSTP-FM Salisbury, N. C.; WTSV-FM Claremont, N. H.

November 4 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request modification of CP for extension of completion date as indicated: KCBD-TV Lubbock, Tex., Bryant Radio & Tv Inc., 1/30/54; WKNA-TV Charleston, W. Va., Joe L. Smith Jr. Inc., 5/4/54; WDHN (TV) New Brunswick, N. J., Home News Pub. Co., 6/2/54; WMRF-TV Lewiston, Pa., Lewiston Bcstg. Co., 6/1/54.

Renewal of License

Following stations request renewal of license: KTKN Ketchikan, Alaska, William J. Wagner tr/as Alaska Bcstg. Co. (BR-1193); KGST Fresno, Calif., Jeanne Bacher & Morris Mindel d/b as Delle Bcstg. Co. (BR-2263); KUKI Ukiah, Calif., Marguerite E. Sims, Executrix of Estate of Bartley T. Sims, deceased (resubmitted) (BR-2572); KMVI Wailuku, Territory of Hawaii, Maui Pub. Co., Ltd. (BR-1505); WAGM Presque Isle, Me., Aroostook Bcstg. Corp. (BR-801); KFAM St. Cloud, Minn., The Times Pub. Co. (BR-965); WMBH Joplin, Mo., Joplin Bcstg. Co. (BR-867); KXLQ Bozeman, Mont., KRBM Bcstrs. (BR-1017); KWIN Ashland, Ore., Rogue Valley Bcstrs., Inc. (BR-1289); KBKR Baker, Ore., Inland Radio Inc. (BR-1034) KSLM Near Salem, Ore., Oregon Radio Inc. (BR-832); WDAD Indiana, Pa., WDAD Inc. (BR-1234); WMAJ State College, Pa., Centre Bcstrs., Inc. (BR-2018); WLAR Athens, Tenn., Lowell F. Arterburn tr/as Athens Bcstg. Co. (BR-1250); KXRO Aberdeen, Wash., KXRO Inc. (BR-712); KVOS Bellingham, Wash., KVOS Inc. (BR-65); KELA Between Centralia and Chehalis, Wash., Central Bcstg. Corp. (BR-949); KWIE Kennewick, Wash., KWIE Inc. (BR-2237); KWLK Longview, Wash., Twin City Bcstg. Corp. (BR-959); KXLY Spokane, Wash., Symons Bcstg. Co. (BR-75); KREM Spokane, Wash., Louis Wasmer (BR-1429); WPAR Parkersburg, W. Va., Ohio Valley Bcstg. Corp. (BR-858); WDLB Marshfield, Wis., Dairyland's Bcstg. Serv. (BR-1470).

UPCOMING

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrecht Hotel, Trenton.

Nov. 12-13: Professional Group on Vehicular Communications of the Institute of Radio Engineers, annual meeting, Somerset Hotel, Boston.

Nov. 13: AAAA's Southeast Chapter, annual meeting, Dinkler-Plaza Hotel, Atlanta, Ga.

Nov. 17-19: Radio-Electronics-Tv Mfrs. Assn. fall meeting, Palmer House, Chicago.

Nov. 19-20: Louisiana Assn. of Broadcasters, election of officers, Captain Shreve Hotel, Shreveport.

Nov. 20: Southwest Sub-Section, Society of Motion Picture & Television Engineers (Ark., La., Tex., Okla.), Fort Worth.

Nov. 20-22: Midwestern Advertising Agency Network, quarterly meeting, Sheraton Hotel, Chicago.

Nov. 23-24: AAAA's annual Eastern Conference, Hotel Roosevelt, New York.

Nov. 27-29: National Assn. of Radio Farm Directors, Conrad Hilton Hotel, Chicago.

Dec. 7: FTC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.

Dec. 10: Supreme Court to hear oral argument on FCC's "giveaway" regulations, Washington.

Dec. 11: Authors League of America, Screen Writers Guild, joint meeting to merge organizations, New York.

Jan. 6: Second session of 83d Congress begins.

Jan. 8: Daytime Broadcasters Assn., St. Louis.

Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.

Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Feb. 14-20: Advertising Recognition Week.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

SPECIAL LISTING

Nov. 12: NARTB Convention Committee, Palmer House, Chicago.

Nov. 13: NARTB Membership Committee, Palmer House, Chicago.

Nov. 16-17: NARTB Copyright Committee, NARTB Headquarters, Washington.

Nov. 20: NARTB TV Labor Advisory Committee, Waldorf-Astoria, New York.

Nov. 23-24: NARTB Sports Committee, Waldorf-Astoria, New York.

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covering this and related risks, Policies tailored to fit *your* institution. Rates? Almost absurdly low. Details? A letter to us, please.

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4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

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"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

BOXSCORE ON COMPETITIVE TV HEARINGS AT FCC AS OF OCTOBER 31

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG. WATED	DATE HEARING SCHEDULED	DATE HEARING RESUM	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
AMARILLO, TEXAS (Examiner Hardy)	The Texan Telecasting Co.		10704					See Remarks	None Required			Docket Nos. 10704 &10706 to be dismissed without prejudice; Record closed 10-30-53 except for receipt of exhibits and one stipulation; waiting Initial Decision
	Plains Empire B/cing Co.	7	10705	9-30-53	10-30-53	10-30-53						
	Panhandle Television Co.		10706									
ATLANTA, GEORGIA (Examiner Hutchison)	Robert W. Rounsaville	36	10676	8-2-53	10-2-53	10-2-53	10-14-53	10-14-53	None Required	10-19-53	11-9-53	D-8819 dismissed without prejudice 10-2; B/cast Bureau to file no exceptions
BATON ROUGE, LA. (Examiner Hunting)	Louisiana Television B/cing Corp.	2	10550	6-17-53	7-17-53		Indefinitely					Hearing conference cont'd. indefinitely pending Commission action on petition for review
	Southern TV Co. of Baton Rouge		10551									
BEAUMONT-PORT ARTHUR, TEXAS (Examiner Hunting)	Port Arthur College	4	10285	7-11-52			Indefinitely					
	Smith Radio Company		10352	11-26-52	12-15-52	15-6-53						
	The Enterprise Company	6	10286	7-11-52	11-17-52	11-17-52		3-11-53	Due & Filed 5-25-53	7-22-53	Due & Filed 9-1-53	Exceptions filed by B/cast Bureau 8-26; Reply to Excep. filed by D-10286 on 9-14; Oral Argument scheduled 11-10-53
	Beaumont Broadcasting Corp.		10287									
	KTBM, Inc.		10288									
BINGHAMTON, NEW YORK (Examiner Butts)	Southern Tier Radio Service, Inc.	40	10681	9-9-53	10-9-53	10-9-53	See Remarks					11-9-53 exchange of written material; 11-16-53 Further hearing conference
	Ottaway Stations, Inc.		10682									
	The Binghamton B/cers, Inc.		10683									
CAMDEN, NEW JERSEY-PHILADELPHIA, PENN. (Examiner Donahue)	South Jersey B/cing Co.	17	10657	8-26-53	9-25-53		11-9-53					
	Patrick Joseph Stanton		10658									
CANTON, OHIO (Examiner Litvin)	Brush-Moore Newspapers, Inc.	29	10272	7-11-52								
	Stark B/cing Corp.		10273	7-11-52	10-1-52	18-17-53	In Progress					
	Tri-Cities Telecasting, Inc.		10606	7-29-53								
CHARLESTON, WEST VA. (Examiner Poindexter)	Capital Television, Inc.	8	10728									
	The Tierney Co.		10729	10-14-53	11-13-53							
CHATTANOOGA, TENNESSEE (Examiner Bond)	WDOD B/cing Corp.	3	10438						See A Below			
	Mountain City TV, Inc.		10439	3-18-53	4-20-53	4-20-53		8-20-53				
	Southern Television, Inc.	12	10471				Indefinitely					Continued indefinitely on joint petition of all applicants
	Tri-State Telecasting Corp.		10472	4-22-53	5-25-53	5-25-53	See Remarks					
	WDEF B/cing Co.		10473									
CINCINNATI, OHIO (Examiner Hunting)	Gordon B/cing Co.	74	10674									
	Tri-City B/cing Co.		10675	9-2-53	10-2-53		11-16-53					
CLEVELAND, OHIO (Examiner Litvin)	United B/cing Co.	19	8650	9-2-53	10-2-53	10-15-53		10-15-53	None Required	10-15-53	11-5-53	D-8742 dismissed without prejudice 10-7; B/cast Bureau to file no exceptions
CORPUS CHRISTI, TEXAS (Examiner Irion)	Superior Television, Inc.	10	10556									11-5-53 Exchange of all info. & exhs.; 11-12-53 Further Hearing
	Keys-TV, Inc.		10557	6-24-53	7-24-53	18-4-53	See Remarks					
	K-Six Television, Inc.		10558									
	Gulf Coast B/cing Co.	6	10559									
	Baptist Gen'l. Convention of Texas		10560	6-24-53	18-3-53	18-3-53	11-4-53					
	H. L. Hunt	22	10577									
	Coastal Bend Television Co.		10578	7-1-53	17-31-53	17-31-53	Indefinitely					
DENVER, COLORADO (Examiner Smith)	Mountain States TV Co. (KIEW)	20	10683	9-16-53	10-29-53	10-29-53		10-29-53	None Required			Appl'n. for add'l. time to complete construction; waiting Initial Dec'n.
DES MOINES, IOWA (Examiner French)	Cowles B/cing Co.	8	8897									
	Murphy B/cing Co.		8900	9-23-53	10-21-53	10-23-53	11-20-53					
DETROIT-FERNDALE, MICH. (Examiner Butts)	Booth Radio & TV Stations, Inc.	50	10660									
	Woodward B/cing Co.		10661	8-26-53	9-25-53	9-25-53	11-6-53					
	UAW-CIO B/cing Corp. of Michigan	62	10664	8-26-53	9-25-53	9-25-53	10-9-53	10-9-53	None Required	10-12-53	11-2-53	D-10662 dismissed without prej. 10-8; D-10663 dismissed without prej. 9-22-53; B/cast Bureau to file no exceptions
DULUTH, MINNESOTA-SUPERIOR, WISCONSIN (Examiner Sharfman)	Head of the Lakes B/cing Co.	3	10289									
	Red River B/cing Co., Inc.		10290	7-11-52	11-17-52	11-17-52	11-30-53					
	Bidson, Inc.	6	10291	7-11-52	11-17-52	11-17-52	9-1-53	9-1-53	Due & Filed 9-2-53	9-9-53	None Filed	Final Decision Issued 10-15-53; D-10292 dismissed without prejudice in F.D.
DURHAM, NORTH CAROLINA (Examiner French)	Durham Radio Corp.	11	10730									
	Durham B/cing Enterprises, Inc.		10731	10-14-53	11-13-53							
ERIE, PENNSYLVANIA (Examiner Hunting)	Great Lakes Television Co.	35	10612	7-29-53	18-28-53	18-28-53		18-28-53	None Required	9-8-53	None Filed	D-10613 dismissed without prejudice 8-24-53; Final Dec'n. issued 10-15-53
	Erie Television Corp.	66	10614									D-10614 to be dismissed
	Commodore Perry B/cing Service, Inc.		10615	7-29-53	18-28-53		11-2-53					
EUGENE, OREGON (Examiner Cunningham)	Eugene Television, Inc.	13	10571	6-25-53	7-13-53	7-13-53	8-7-53	8-7-53	Due & Filed 8-31-53	9-14-53	Due & Filed 10-5-53	Designated under 309(c); Waiting Final Decision
EVANSVILLE, INDIANA (Examiner Sharfman)	South Central B/cing Corp.	7	10461									
	Evansville Television, Inc.		10462	4-15-53	5-25-53	5-25-53	11-6-53					
	On The Air, Inc.		10463									
	WTVW, Inc.		10464									
FLINT, MICHIGAN (Examiner Goguine)	WJR The Goodwill Stations, Inc.	12	10268	7-11-52					Due & Filed 3-30-53	4-30-53	Due & Filed 16-15-53	Waiting Final Decision
	Trebit Corporation		10269	7-11-52	11-17-52	11-17-52		2-27-53				
	W. S. Butterfield Theatres, Inc.		10270	11-5-52								
FORT WAYNE, INDIANA (Examiner Hunting)	Radio Ft. Wayne, Inc.	69	10424						Due & Filed 8-3-53			
	Anthony Wayne B/cing		10425	3-4-53	4-6-53	4-6-53		7-6-53		10-28-53	11-17-53	
FRESNO, CALIFORNIA (Examiner Cooper)	California Inland B/cing Co.	12	9050				See B below					
	KARM, The Geo. Harm Station		10650	8-20-53	9-21-53	9-28-53						
GRAND RAPIDS, MICHIGAN (Examiner Bond)	Music B/cing Co.	23	10552	6-17-53								D-10553 dismissed without prejudice 8-18-53
	Peninsular B/cing Co.		10607	7-29-53	18-28-53		See C below					
HARTFORD, CONNECTICUT (Examiner Litvin)	The Travelers B/cing Service Corp.	3	8621									
	Hartford Telecasting Co., Inc.		10699	9-30-53	10-30-53	10-30-53	See D below					
HATTIESBURG, MISS. (Examiner not named)	Hattiesburg Television Co.	9	10736	10-28-53								
HONOLULU, HAWAII (Examiner Donahue)	Royaltel	2	10474	4-22-53	5-27-53	None Held						D-10475 dismissed 8-4-53; D-10476 dismissed without prej. 10-13-53
KNOXVILLE, TENNESSEE (Examiner Sharfman)	Scripps-Howard Radio, Inc.	10	10512									
	Radio Station WBIR, Inc.		10513	5-13-53	6-15-53	6-15-53	Indefinitely					
	Tennessee Television, Inc.		10514									
LANCASTER, PENNSYLVANIA (Examiner Bond)	Peoples B/cing Co.	8	10365						None Required			Waiting Initial Decision
	WGAL, Inc.		10366	12-31-52	2-2-53	2-2-53	6-4-53	6-4-53				
LITTLE ROCK, ARKANSAS (Examiner Litvin)	Arkansas Television Co.	11	10610	7-29-53	18-28-53	18-28-53	11-6-53					D-10608 dismissed without prej. 8-24-53; D-10609 dismissed without prej. 9-9-53
	Arkansas Telecasters, Inc.		10611									
LORAIN, OHIO (Examiner Hunting)	The Lorain Journal	31	10525									
	Elyria-Lorain B/cing Co.		10526	5-27-53	6-26-53		Indefinitely					
MADISON, WISCONSIN (Examiner Cunningham)	Radio Wisconsin, Inc.	3	8959									11-30-53 Exchange of Information 11-6-53 Conf. to present points of rel.
	Badger Television Co., Inc.		10641	8-12-53	9-11-53	10-23-53	See Remarks					
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc.	5	10457						Due & Filed 10-26-53			B/cast Bureau filed no Proposed Findings; Waiting Initial Decision
	The Mobile Television Corp.		10458	4-15-53	5-25-53	5-25-53	10-5-53	10-5-53				
MONTGOMERY, ALABAMA (Examiner Donahue)	Montgomery B/cing Co., Inc.	12	10573						None Required	10-7-53	Due & Filed 10-27-53	9-11-53 & 9-18-53 conferences; 9-29-53 evidence; waiting Final Decision
	Alabama Television Co.		10574	7-1-53	17-31-53	18-27-53	See Remarks	9-29-53				

A. 10-15-53 Applicants filed affirmative Proposed Findings
11-5-53 All parties to submit Counter Proposed Findings & Conclusions
11-20-53 All parties to submit Counter Conclusions

B. 10-19-53 Exchange of exhibits
10-28-53 Exchange of written points of reliance & drafts of stipulations
11-2-53 Further hearing conference to present stipulations & points of reliance
11-16-53 Presentation of proof

C. 10-13-53 Taking of depositions
11-5-53 Exchange of exhibits
11-12-53 Further hearing conference

D. 11-13-53 Exchange of exhibits & stipulations
11-23-53 Conference to exchange points of reliance
11-27-53 Examiner to issue order controlling hearing
12-15-53 Informal conference to exchange written direct testimony
1-11-54 Parties to submit list of witnesses to be questioned
1-18-54 Cross-examination of witnesses

BOXSCORE ON COMPETITIVE TV HEARINGS

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DESIG. DATE	HEARING SCHEDULED	HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PROP. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
MONTPELIER, VERMONT (Examiner Cunningham)	WCAX B/cing Corp.		10642						None		Due &	B/cast Bureau filed no exceptions;
	Colonial Television, Inc.	3	10643	8-12-53	9-11-53	9-18-53		9-18-53	Required	10-2-53	Filed	Waiting Final Decision
											10-22-53	
MUNSON, MICHIGAN (Examiner Irion)	Vorelsuis Radio & TV, Inc.		10642	3-23-53					Due &			Designated under 309(c); Reply to
	Vorelsuis Radio & TV, Inc.	35	10644	8-14-53	4-22-53	4-22-53	8-27-53	8-28-53	Filed	10-23-53	11-12-53	Proposed Findings filed 10-12-53;
									9-22-53			D-10644 is for modification of CP
PEORIA, ILLINOIS (Examiner Smith)	WMBD, Inc.		10941									D-10643 dismissed without prejudice
	WIRL Television Co.	8	10642	8-10-53	9-10-53	9-10-53	In Progress					10-20-53
PETERSBURG, VIRGINIA (Examiner not named)	Petersburg Television Corp.		10737									
	Southside Virginia Telecasting Corp.	8	10738	10-28-53	11-27-53							
PHILADELPHIA, PENN. (Examiner Donahue)	Daily News TV Co.		7273						None		None	D-10659 dismissed without prej. 9-29-53;
	Lon Feller	23	10659	8-26-53	9-25-53	9-25-53		9-25-53	Required	10-2-53	Filed	Final Decision issued 10-22-53
PORTLAND, OREGON (Examiner Smith)	Westinghouse Radio Stations		9138	7-11-52				See E				
	Portland Television, I nc.	8	10245	7-11-52	10-1-52	10-1-52	7-20-53	Below				
	North Pacific TV, Inc.		10319	9-17-52								
	Cascade Television Co.		10324	9-25-52								
	Oregon Television, Inc.		10246	7-11-52					Due &			
	Columbia Empire Telecasters	12	10247	7-11-52	10-1-52	10-1-52	5-15-53	5-15-53	Filed			Waiting Initial Decision
	Northwest TV & B/cing Co.		10317	9-3-52					7-31-53			
PORTLAND, MAINE (Examiner Hardy)	Guy Gannett B/cing Services		10726									Pre-trial conference 11-6-53
	Murray Carpenter & Associates	13	10727	10-14-53	11-13-53							D-10727 to be dismissed
PORTSMOUTH, OHIO (Examiner Irion)									None		None	Effectiveness of Init'l. Dec'n. stayed
	Woodruff, Inc.	30	10440	3-18-53	4-20-53	4-20-53	6-4-53	6-4-53	Required	6-8-53	Filed	by Commission; Application dismissed on
												petition of applicant 10-22-53
PROVIDENCE, RHODE ISLAND (Examiner not named)	Cherry & Webb B/cing Co.	16	8737	10-19-53	11-18-53							Designated under 309(c)
RAMONA, VIRGINIA (Examiner Bond)	Times-World Corp.		10655									
	Radio Roanoke, Inc.	7	10656	8-26-53	9-25-53	9-25-53	11-19-53					
SACRAMENTO, CALIFORNIA (Examiner Donahue)	Sacramento Broadcasters, Inc.		9012	10-28-52					Due &			
	KCRA, Inc.	3	10294	7-11-52	11-17-52	11-17-52		4-23-53	Filed			Waiting Initial Decision
									7-10-53			
	McClatchy B/cing Co.		9013						Due &			
	Sacramento Telecasters, Inc.	10	10295	7-11-52	11-17-52	11-17-52	6-5-53	6-5-53	Filed			Waiting Initial Decision
									7-20-53			
SAGINAW, MICHIGAN (Examiner Cooper)	Booth Radio & TV Stations, Inc.	51	10615	8-5-53	9-4-53	9-4-53	9-25-53	9-25-53	None Required	10-1-53	None Filed	D-10634 dismissed without prej. 9-22-53; Final Decision issued 10-29-53
SAN BERNARDINO, CALIF. (Examiner Butts)									Due &		None	10-23-53 Comm. stayed effect of Initl.
	Orange Belt Telecasters	30	10579	7-1-53	8-3-53	8-3-53		8-4-53	Filed	9-18-53	Filed	Decn.; denied petn. of applicant for
									9-14-53			immediate grant; waiting Final Dec'n.
(Examiner not named)	KITO, Inc.	18	10696	9-30-53								Appl'n. for additional time to complete construction
SAN JOSE, CALIFORNIA (Examiner Poindexter)	F.M. Radio & TV. Corp.		9939									11-3-53 pre-trial conference
	Standard Radio & TV Co.	11	10707	10-7-53	11-6-53							
SAVANNAH, GEORGIA (Examiner Cunningham)	WSAV, Inc.		10517									
	WJIV-TV, Inc.	3	10518	5-13-53	6-15-53	6-15-53	11-6-53					
SHREVEPORT, LOUISIANA (Examiner Cooper)	KTBS, Inc.		10476						See			Affirmative Pro. Find. due 12-28-53
	International B/cing Corp.	3	10477	4-22-53	5-29-53	5-29-53	10-22-53	10-6-53	Remarks			Reply to Pro. Find. due 1-25-54
	Southland Television Co.		10522						See F			
	Radio Station KWKH	12	10523	5-20-53	6-19-53	6-19-53	7-31-53	7-31-53	below			Waiting Initial Decision
(Examiner Litvin)	Shreveport Television Co.		10524									
SIOUX CITY, IOWA (Examiner Cooper)	Perkins Brothers Co.		10672									
	KCOM B/cing Co.	4	10673	9-2-53	10-2-53		11-3-53					
SOUTH BEND, INDIANA (Examiner Cooper)	South Bend B/cing Corp.		10534				Indefinitely					Continued indefinitely pending Commis-
	Michiana Telecasting Corp.	46	10535	6-3-53	7-3-53		See Remarks					sion action on pet'ns. to enlarge issues
SPOKANE, WASHINGTON (Examiner Butts)	Louis Wasmer		10422									
	Television Spokane	2	10423	3-4-53	4-6-53	4-6-53	Indefinitely					
SPRINGFIELD, ILLINOIS (Examiner French)	Sangamon Valley TV Corp.		10701									11-30-53 Exchange of information
	Capitol City TV Co.	2	10702	9-30-53	10-30-53	10-30-53	See Remarks					12-14-53 Conference to exchange points of reliance
	WMAY-TV, Inc.		10703									
ST. PETERSBURG-TAMPA FLORIDA (Examiner Cooper)	The Tribune Co.		10250								Due &	P.F. filed by B/cast Bureau 2-26-53; by
	Pinellas B/cing Co.	8	10251	7-11-52	10-15-52	10-15-52		1-21-53	See	7-13-53	Filed	parties 4-17-53; Oral argument schedul-
	The Tampa Bay Area Telecasting Co.		10252						Remarks		8-10-53	ed 11-9-53; waiting Final Decision
	Tampa Times Co.		10253	7-11-52					Due &			Replies to P.F. filed by parties 8-10;
	Orange Television B/cing Co.	13	10255	7-11-52	10-15-52	10-15-52		6-11-53	Filed			counter replies filed 8-20-53;
	Tampa Television Co.		10310	10-8-52					7-13-53			waiting Initial Decision
TOPEKA, KANSAS (Examiner Smith)	Alf M. Landon	42	10679	9-9-53	10-9-53	9-25-53		9-30-53	None Required	10-6-53	None Filed	D-10680 dismissed without prej. 9-22-53; waiting Final Decision
WACO, TEXAS (Examiner Poindexter)	KWTX B/cing Co.		10694				See G					
	Waco Television Corp.	10	10695	9-23-53	10-23-53	10-23-53	below					
WICHITA, KANSAS (Examiner Hutchison)	Mid-Continent TV, Inc.		10262	10-8-52					Due &			Waiting Initial Decision;
	KAKE B/cing Co., Inc.	10	10263	7-11-52	10-20-52	10-20-52		5-7-53	Filed			See H below
									6-15-53			
	The Radio Station KFH Co.		10259						See I			
	Taylor Radio & TV Corp.	3	10260	7-11-52	10-20-52	10-20-52	9-9-53	9-9-53	below			Waiting Initial Decision
	Wichita TV Corp., Inc.		10261									
WILMINGTON, DELAWARE (Examiner Sharfman)	Delaware B/cing Co.	53	10633	8-5-53	9-4-53	9-4-53		9-4-53	None Required	9-15-53	None to be filed	D-10632 dismissed without prej. 9-4-53; Final Decision issued 10-15-53

I. 8-19-53 Affirmative Proposed Findings filed
9-18-53 Rebuttal Proposed Findings filed by applicants only
10-19-53 Conclusions to Proposed Findings filed by D-9138 & D-10319
10-29-53 Replies to above filed by D-9138 & D-10319

F. 8-24-53 Affirmative Proposed Findings filed by parties
9-9-53 Rebuttal Proposed Findings filed by parties
9-17-53 Conclusions to Proposed Findings filed by parties
9-28-53 Replies to above filed

G. 10-20-53 Hearing Conference held
11-12-53 Exchange of information
11-24-53 Exchange of points of reliance

H. Proposed Findings submitted 6-15-53 on applicant's applications only such Proposed Findings included no conclusions or findings re opposing applicant; on 7-6-53 Replies, Supplemental Findings & Conclusions filed by applicants

I. 10-16-53 Affirmative Proposed Findings filed by applicants
11-16-53 Counter Proposed Findings and Conclusions due from all parties
12-1-53 Rebuttal Proposed Findings & Conclusions due

HERE is the boxscore on the status of comparative television hearings pending with the Commission and in proceeding before FCC hearing examiners as of Oct. 31.

It was compiled by Miss Frankie L. Fox under the direction of Robert J. Rawson, assistant chief of the Hearing Division of the FCC Broadcast Bureau. It was prepared for the use of Commissioners and the FCC staff.

Since this report was compiled, the Commission has announced an initial decision by Examiner Hugh B. Hutchison looking toward the grant of vhf ch. 10 at Wichita, Kans., to KAKE Broadcasting Co. The examiner would deny the competitive ch. 10 bid of Mid-Continent Television Inc.

Earlier television status reports have been published by B•T when they were made available [B•T, Oct. 12, Sept. 7, July 13 and May 8].

Northwest
$55,000.00

Profitable 250 watt fulltime independent. Absentee owned. Net quick assets of approximately $10,000.00. Down payment $20,000.00. Balance on liberal terms.

Eastern
$50,000.00

Fulltime network affiliate showing steady profits. Ideal for one or two operators. $25,000.00 down, balance on liberal terms.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

editorials

The New FCC Philosophy

ALMOST before our very eyes a new philosophy of regulation of communications has evolved. That this has occurred largely since the change in Federal administration does not mean that we are partisan.

The fact is, nevertheless, that the new concept of the FCC is that the majority (as distinguished from the political majority) feels that broadcasters are competent to run their own businesses. This isn't reflected in anything approaching subservience to the licensees. Rather, it is a concept of firm but minimum regulation, as against the former method of arrogating more and more power whether or not it was spelled out in the law.

Rosel H. Hyde, when he was in the minority, opposed the mailed-fist tactics of the Democratic majority. The same could be said of Comr. George E. Sterling, the only other Republican member following the resignation of Comr. Robert E. Jones, who served from 1947 until 1952.

On matters of regulatory philosophy, Chairman Hyde usually finds Comr. Sterling with him. And it has become apparent that the two new Republican members—John C. Doerfer and Robert E. Lee—are of the same mind. Mr. Doerfer made his position abundantly clear in a forthright talk a fortnight ago. He's content to leave program control to the broadcasters. He's for "self-policing" as more effective and cheaper in safeguarding the public interest in program content. And he advocates cutting of red tape.

Comr. Lee, who has yet to win Senate confirmation, believes in the doctrine: "He governs best who governs least." He says he thinks broadcasters, by virtue of their risk investments, are best qualified to run their own affairs.

Comr. E. M. Webster, who wears no political label (he's an independent), is a stickler for adherence to the letter of the law. But like his Republican colleagues, he's not disposed to go beyond what he regards as the Congressional intent. He made a lot of sense in his now celebrated address before the District 14 meeting at Sun Valley, Idaho, last September.

Comr. Robert T. Bartley, Democrat, does not vote along party lines. Even during Democratic balance of power days, he would not reach out for authority not implicit in the Communications Act.

That leaves Comr. Frieda B. Hennock. She, no doubt, is an excellent lawyer. She was an avid New Dealer. Her dissents carry a consistent theme—crack down hard. For example, she alone opposes three-year licenses for television stations. Not so strangely, what's left of that hard-core of left-wing lawyers consistently supports her views.

We have no notion that the new FCC majority is going to be soft and condescending. There are bound to be differences between the regulators and the regulated. But, as one licensee observed in our OPEN MIKE column last week: "A far cry from the conditions of a short decade ago."

Selling America Abroad

LAST AUGUST, Theodore C. Streibert took over one of the toughest jobs in Government—running our external propaganda program. He was named director of the U. S. Information Agency, which had been separated from the State Dept. All of his predecessors had resigned, after short tenures, because of the brutal pressures in what appeared to be an impossible assignment.

There had never been a practical broadcaster in that job before. Ted Streibert had had two decades in radio (and latterly television). He knew, as a media man, that advertising, to be effective, had to be "believable."

That is the new ingredient that Ted Streibert, with the blessing of President Eisenhower, is introducing in USIA affairs. No more propaganda for propaganda's sake. He's going to sell the American way of life to those in the subjugated countries by selling affirmative facts, not "unsupported assertions on a wide variety of issues," as he puts it.

When Mr. Streibert assumed office, we said we felt a sense of satisfaction, despite the thankless nature of his task and the rugged experiences of his predecessors. It won't be a bed of roses, but we predict that his "truth in advertising" concept will sell America abroad, just as it has sold America to Americans.

Drawn for BROADCASTING • TELECASTING by Sid H

"It's a little gimmick I thought up, Boss, to dramatize WOF-TV's new, big power boost!"

Crisis Over; Patient Lives

A VETERAN broadcaster of our acquaintance, one who manages both radio and television properties in a metropolitan center, said in a private conversation the other day: "I think radio has gotten over the psychological hump."

He explained that both buyers and sellers of radio advertising, in his view, had readjusted themselves to contemporary facts of advertising life. Radio salesmen are no longer approaching prospects with a traumatic fear of being thrown out. Radio buyers are no longer so bewitched by the glamour of television that they believe radio obsolete.

Broadcasters and their customers have indeed passed the crisis. Signs are everywhere evident that radio has emerged from the turbulence of the past three years a strong and respected medium. They are especially evident in the local and spot fields, which are characterized by persistent and fruitful activity.

The new and infinitely clearer climate of understanding about radio is ideal for invigorated selling. And, happily, that is taking place. Scarcely a week passes without the arrival of another persuasive presentation, based on hard facts, to emphasize the vitality of radio. Take as a good example the Pulse study commissioned by The Katz Agency and reported here a week ago.

The Katz study showed that the radio audience is bigger in the peak evening televiewing time than it is in the early morning which advertisers consider is protected against television competition.

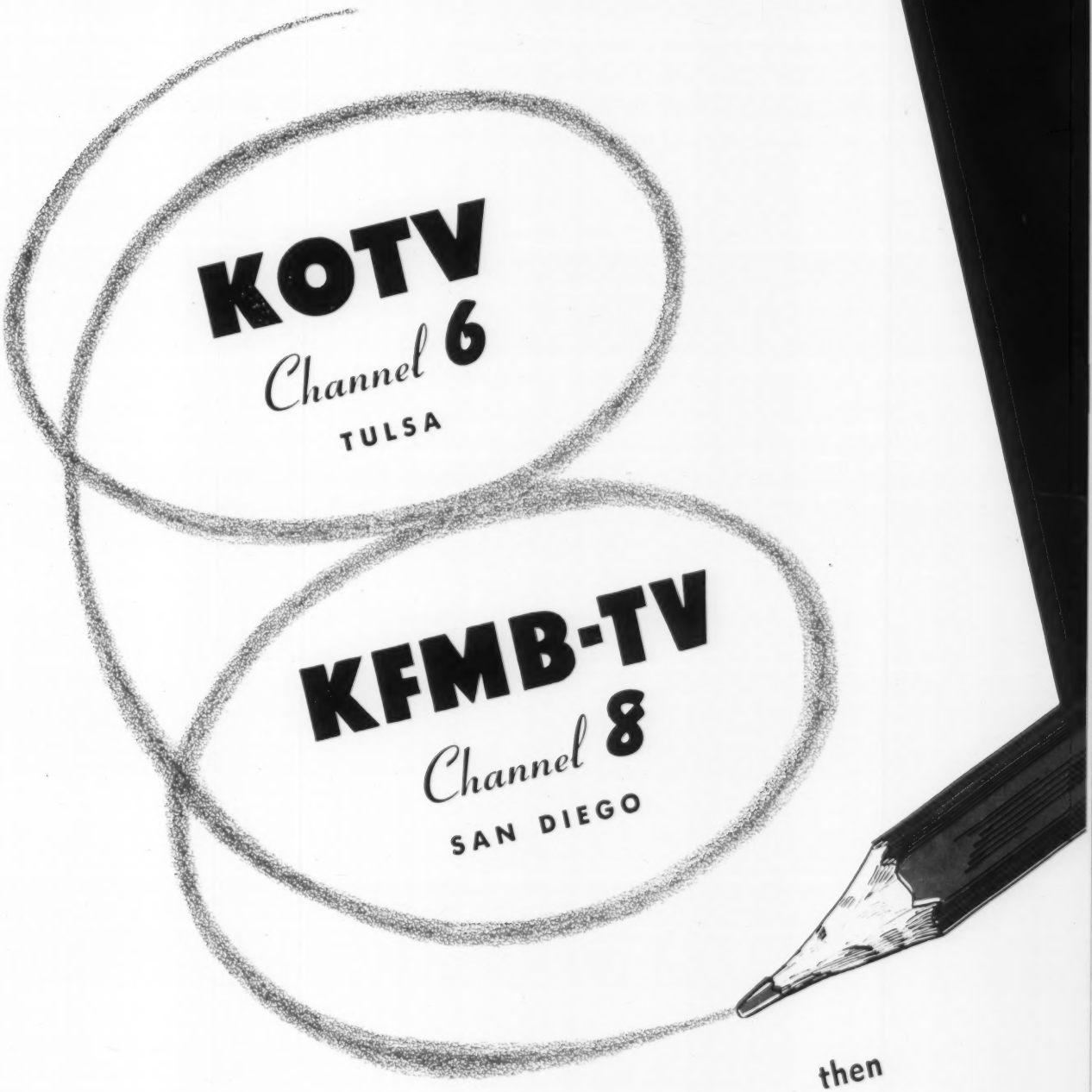
As The Katz Agency pointed out, the Pulse research presents "further conclusive proof that nighttime radio listening is a hardy, well-established habit that does not disappear when TV enters the living room. Instead, as many surveys have repeatedly proved, radio listening is transferring its locale from the living room to the bedrooms, kitchens, workshops, automobiles, etc."

All such facts as those upon which the Katz presentation was based are the more significant for their comparison with the fancies entertained not long ago by some of the most highly paid if not imaginative advertising executives in the country.

Then it was fashionable to believe that radio listening would diminish to zero when evening television programs were on. It was on that very assumption that the Assn. of National Advertisers launched its unfortunate but successful campaign to drive down radio rates.

The more facts that are turned up the more convincing the argument that radio, although forced into transitions by television, remains a penetrating and persuasive means of reaching the mass population inexpensively.

It may be true, as we think it is, that radio has gotten over the psychological hump. By continuing to gather the indisputable facts and to present them forcefully, broadcasters may make sure that another hump won't materialize to require the kind of painful scaling that it took to overcome that last one.



If YOU'VE a product hard to beat . . . then tell your story, make it sweet . . . let them SEE it, show it WELL . . . on these TWO stations . . . THEN WATCH IT SELL!

KOTV Channel 6
WRATHER-ALVAREZ, INC. • TULSA, OKLA.

KFMB-TV Channel 8
WRATHER-ALVAREZ BROADCASTING, INC. • SAN DIEGO, CALIF.

Network Affiliations **CBS**-NBC - ABC

Exclusive National Representatives
EDWARD PETRY & CO.